

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXVII. NEW YORK, DECEMBER 28, 1911.

No. 13



Father Time, like the corner policeman, is holding traffic up just now as we are crossing over into 1912.

Of course it's a case of "step lively, please," yet in this brief lull the business man gives thought an unusual right of way, and such words as Product, Price, Profit, Sales and Markets are uppermost in his mind.

While this is the case, we should like to ask that another word be given consideration. That word is Advertising. There are some other words that combine well with Advertising, such as Commence, Begin, Start, Proceed—and we must not forget "Keeping everlastingly at it."

At this open-minded period—between seasons—we should especially welcome an invitation to call and discuss business conditions and problems.

Our business is to make advertising and make it pay.

May we hear from you?

A handwritten signature in black ink, appearing to read "M. A. Newell".

Philadelphia

New York

Boston

Chicago

Cleveland

Races, Fireworks, Horse Show, Vaudeville, Concerts, *Aeroplane* *Flight*, and a *Water Carnival*.

Such is, IN PART, the description of one of the Agricultural State Fairs this fall. It would apply equally well to all.

Does it sound like the old county or State Fair you used to go to when you were a boy?

But you should go to just one of these farming section Fairs. Not much like twenty years ago.

No "hayseeds," no "greased poles," no black satin "Sunday go-to-meetin'" dresses, no "back-woods" atmosphere.

You'd think it was a city crowd. Autos by the hundreds. Men in grey or brown business suits, derbies and Oxford ties. Women dressed in well-fitting modern clothes. The high average of intelligence is one of the things you couldn't help noticing. To see one of these State Fair crowds of to-day renews your faith in government "of the people, by the people."

Many of these people are standard farm paper subscribers. Their habit of reading has done much to bring about the change.

Their favorite farm paper is more than an amusement—it's a business adviser. It keeps them posted on the latest discoveries as applied to farming in their particular section—how this method increased the yield, or that system reduced the cost, etc.

Now which would you rather put your business announcement in—the paper picked up as a "pastime" or the one read for its "pocketbook help"?

And remember, too, that where there's a farm there's a home. The farmer is no flat-dweller. He has a house—full-sized and well furnished.

He doesn't expect to pick up tomorrow and move "near the new subway."

He buys substantially, buys as a man who owns and expects to "stay put" for years to come.

Do you make goods which appeal to substantial buyers? Ask for details about



THE MARK OF QUALITY

Standard Farm Papers

are Oklahoma Farm Journal
The Ohio Farmer
Farm The Michigan Farmer
Papers The Breeder's Gazette
Hoard's Dairymen
Wallaces' Farmer
of Kansas Farmer
Known Wisconsin Agriculturist
Indiana Farmer
Value Home and Farm, Louisville
Town and Country Journal,
San Francisco, Cal.
The Farmer, St. Paul

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago

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UNITED CIGAR STORES, THEIR PRACTICES AND POLICIES

HOW PREMIUMS, REAL ESTATE OPERATIONS AND WINDOW TRIMMING RELIEVE SALES DEPARTMENT OF MANY BURDENS — MEETING SEVERAL PROBLEMS

By George J. Whelan,
President of United Cigar Stores Co.,
New York.

With us, the extension of territory offers no problem for the sales department to worry over. It is taken care of almost automatically. Our realty company's business is to know what territories, what cities and what sites in the cities are desirable. It is its sole business to determine this, secure the sites, and of course manage the property bought or leased, in the best way.

One thing that lifts a big burden off the sales department and offers a tremendous inducement to the customers to buy is the premium department. This is one of the features of the business. We give away annually some \$2,500,000 worth of merchandise, at retail prices, which are about double what they cost us.

When we started the premium plan we gave these certificates to people who paid us cash and did not give them to people who took our goods on credit. After a while we abolished the whole credit system and gave them to everybody. We found the premium idea was too valuable to put any limit on. We found this out before the customers did. If we did not force the clerk to force the consumer to take the certificate, not 50 per cent of the certificates would be taken.

This is the third of a series of articles by Mr. Whelan.

Our clerks are instructed not to lay the certificates down on the case, but to put them in the customers' hands.

Our reason for insisting on this is a double one. In the first place, the premium is not really a gift, as it seems to be. It is something our patron really pays for, according to our analysis, although he would not get it if we did not put it in the plan. Instead of giving him the extra cent or two, we give him the certificate.

These pennies make up a million dollars or more annually, and through the greater purchasing power of this money in the mass we are enabled to buy the merchandise the consumer wants (or what is more true, that his women-folk want) at half the price he would have to pay for it elsewhere.

All other retailers give the consumer premiums that have been given them by their dealers. We *buy* all the things ourselves, and save the middleman's profit to the consumer.

In the second place, these premiums are a constant reminder or advertisement of the United goods, and this the more they are used.

The premium station we have in this office cost us about \$50,000 or \$75,000 more to start than any other premium station, and it will be all outgo for the first two or three years. At the end of that time it will be worth \$200,000 a year to us. We are putting out more than \$700,000 worth of premiums now through it.

We pay a great deal of attention to this. We get ideas from observing other lines. For instance, we had one tea set of twenty pieces, that we gave away in the premium station for our

certificates. One day I was in the premium station of a manufacturer. He had twenty-five pieces in a similar set. Well, if he could have twenty-five, we could, too, and so we got them.

We watch the premium station just as carefully to *give away* the stuff in it as a merchant does to *sell* his goods.

Besides the premium which we give to customers for certificates, we also give many things away free with our goods, the matches, for example, but we do not give away so many as we used to. The premiums are taking their place. Still, anything that helps the cigar business, like matches, we *sell* his goods.

We assume that the man who comes to our stores and will take care of his cigars after he gets them will stick to us and so we feel justified in spending \$50,000 a year on moisteners to give away to customers to enable them to keep their cigars fresh at home. If we force the consumer to take care of his cigars, he will get a better smoke and will buy from us again.

Some ambitious clerks think they can hurry custom by soliciting it outside of the store. It may be good if it is done in the right way, but I don't encourage it. I have always been opposed to our clerks soliciting business outside because then the clerk is the man the customer will remember, while if the customer comes to the store, it is the store he remembers.

Still another load is taken off the sales department by the organization of the window trimming. It is another of the methods of automatically adding selling power to the store. In the same way that the other elements of the business are handled, the planning of window display is centralized in the home office and goes on regularly and methodically.

And so with the other features. Just so far and so fast as they can be systematized, we do it, concentrating upon one thing after another and working each of them out to a finish.

Such a policy apparently does not leave much room for individual initiative, but it does just the same. We have standardized our methods, but it always remains to *lift the standard*. We have labored with our clerks, but there are still many who do not yet appreciate the importance of unfailing courtesy and cheerfulness.

We can increase the intelligence of the men by increasing their knowledge of the business. We try to improve their physical well-being by providing medical attention for them. Even their feet are looked after, because a clerk with aching feet is not at his best and cannot do justice to his work. That is *our* business and we look after it.

But the one great inducement a clerk has to do his best is that he is to a certain extent a partner in the business. Each head clerk receives a certain percentage of the receipts for his share of the business, and each clerk under him receives a salary based upon what he sells. His salary depends upon himself and he knows it. And the satisfactory way in which this works out is shown by the fact that a large proportion of our clerks stick to us.

We never give a man a share in the *profits* of the store. We give him a share in the *sales*. If we gave him a share in the profits he would be selling the goods with the most profit in them, which would not be to our interest. We don't want the profit on the *goods*, at the expense of the profit on the *trade*.

This "partnership" arrangement removes the familiar obstacle in the way of an ambitious clerk. The exceptional salesman is noted the minute his sales begin to show in the reports. Then, if he is very good, we give him a better chance in more important stores.

We do not like to break up the acquaintanceships which a good man forms in a United store and which are a large factor in making the store attractive to the customer, but unusual selling ability on the part of the clerk is too valuable to us to permit

"Because Talks" No. 1.

Because

manufacturers believe
in having their messages carried
into the innermost circle of the
Home, and

—Because they believe in presenting
that message to the Better
Element of readers, and

—Because they insist that the
message be carried by a Vehicle
of Known Quality, and

—Because they demand that the reader
readily appreciate the full worth of the
publication carrying the advertising,
and

—Because they realize the value of
concentrated circulation of this calibre,
they use

The
Family Magazine
section

AND

• THE MONTHLY •
MAGAZINE SECTION

Issued through the medium of

"AMERICA'S GREATEST DAILY PAPERS"

The Chicago Tribune

The North American, Philadelphia

The Boston Globe

The St. Louis Globe-Democrat

The Cincinnati Enquirer

The Washington Post

The San Francisco Call

The Pittsburg Dispatch

THE ABBOTT & BRIGGS COMPANY
200 Fifth Avenue, New York

Chicago Office:
1400 Kesner Building

of keeping such a clerk long in an inferior store.

We need such men higher up, too, and we get them from among the clerks. Everybody in the organization, high and low, has served behind the cigar counter.

We do not load our clerks up with a lot of information about our business and ask them to take it on faith. We say to the clerks: "We give you this information but we do not tell you it is so. Find it out for yourself. If you believe it, express it; let it be known. Talk about your business, study it, put your mind on it."

The training our clerks get in giving absolute satisfaction is one of the greatest personal assets they can have, and a large proportion of them realize it. If a patron is not satisfied with a box of cigars he has bought at one of our stores, our clerk will not merely say that he is sorry or that it is the fault of the manufacturer. He sends at once for the box and gives the money back, no matter if the patron has smoked a number of them. We do not want unsatisfactory cigars out, reminding customers of their dissatisfaction. We want the customer to be satisfied first before we talk of any other brand. Aside from the value of this attitude in keeping the good will of the consumer, it is good for the clerk, if he knows what he is doing.

So we are constantly promoting clerks into the places of those who have been advanced into district heads or assigned to new territory.

We are constantly working to instruct the clerks and then to better the instruction.

The training school for young clerks, the house publication for them, *The United Shield*, the lectures on salesmanship by our vice-president, Mr. Collins, which have been transferred to phonographic records and are delivered all over the country, the personal letters sent out to individual clerks everywhere—all these are directed to one end, viz., to improve the men behind the goods or the men before the customers.

And it is this human factor which is going to show the greatest improvement, because there is no end to its possibilities, if we take time and pains enough. The average clerk does not like to say "thank you" even when the "thank yous" add dollars to his salary. We have to prod him and keep watch over him with our department of inspection, and every month we are raising the average.

So that system, instead of cramping and crippling the organization, makes it powerful and free.

Here at headquarters our offi-

OUR RECORD DAY

Saturday Sales December 9th

\$410,759

We extend a word of appreciation for the substantial manner in which the public responded to our annual one day "TRADE EARLY" offer.

THE RECORD

\$410,759 retail sales in one day, an increase over the same day last year of 23%.

Sales of one New York store, \$11,467.

A single salesman sold \$2,599.

More thanks fall short, however sincere they may be. We shall endeavor to pay our debt of gratitude by earnest efforts to deserve your continued patronage.



Largest retail cigar dealers because we serve the people best.

NEWSPAPER WORD OF THANKS

cers may come and go at will, but their offices are never vacant. If I were to go to Europe tomorrow, my position would be filled the next day by the man below me. Each man is trained for the office above his and we make the office represent the duties.

If you go into the offices of the American Tobacco Company in June, for instance, you find a lot of offices vacant. That is not so in our business. People who come in to do business with the head of a certain office and find him away can do the same business with the man below him whom he will find in the chair of the department head.

Farm Women Influence the Bulk of Dealers' Trade in Towns of 10,000 and Under

In towns of 10,000 or less population 50 per cent of all goods are sold to farm families.

Most of the goods used by farm families are bought by farm women; just as most of the goods used by city families are bought by city women.

Hence—Farm women influence most of the retail trade in towns of 10,000 or less.

65 to 70 per cent of the population of the United States is on the farm or in towns of 10,000 population or less. Advertising in standard magazines and large dailies can only reach the remaining 30 to 35 per cent of the total population. Magazine and metropolitan daily advertising may reach some people in small towns, but even if every person in the small towns could be so reached, advertisers must still remember this fact:

The bulk of the goods sold in towns of 10,000 or less are sold to farmers and farmers don't read standard magazines.

To recapitulate:

Whenever goods are sold, women are the largest buyers. Farm families buy most of the goods sold in towns of 10,000 or less. Therefore, farm families influence the bulk of the dealers' trade in towns of 10,000 or less.

The progressive small town dealer to-day insists that the buying population be influenced to buy goods placed upon his shelves and the manufacturer must do the influencing.

Farm women constitute the bulk of the buying population upon which the retail dealer in towns of 10,000 or less population must depend. Consequently the manufacturer who wants to create consumer demand of sufficient volume to be profitable to the small town dealer must advertise to farm women.

THE FARMER'S WIFE

is the only magazine for farm women in America. It is edited solely for them. It deals with the subjects which are of interest to farm women, provides them with recreative reading matter written from the farm woman's standpoint and contains in each issue information that is of value to them in connection with every phase of their interests and occupations.

The Farmer's Wife has a circulation of more than 500,000 copies per month. This circulation is among the women on prosperous farms in the best agricultural states. It is all paid, much of it, on a three years in advance basis. These subscribers buy The Farmer's Wife because they need it. They pay the full subscription price, cash in advance, without premiums or any special inducements.

The Farmer's Wife is a proven, successful medium for merchandise purchased by women or of interest to women of the home-owning class. You can use it profitably to advertise goods sold exclusively to women and you will find it equally profitable for advertising merchandise sold to men and women jointly.

Remember the February issue will be the annual Poultry and Seed number. Forms close January 18th.

THE
FARMER'S WIFE
St. Paul, Minn.
WEBB PUBLISHING COMPANY, Publishers

Chicago Office
Geo. W. Herbert, Inc., Mgr.
600 First Nat'l Bank Bldg.



New York Office
Wallace C. Richardson, Inc., Mgr.
41 Park Row

The man that leaves this office for any definite time does not exist so far as the business is concerned; there *never are any vacancies.*

Another phase of this part of the business is the rivalry we get into the office work. Our rivalry comes in taking a man out of a department and putting another man into it. We transfer men all the time. The new man always beats the old man; then the old man goes back and beats the new man.

Another thing we have is a summer force. We bring new people in in the summer time. The men who run things all through the winter are fagged out and we put in all new people in their places. The old ones meanwhile are doing something else.

Even our salaries are arranged on this same free and easy basis, so as to encourage effort and inspire improvement. We have a bonus system. If a man is getting \$2,000 a year and he has done particularly good work, at the end of the year he may get a bonus of \$500, making his salary for that year \$2,500. But his salary for the next year would still be \$2,000, unless he earned another bonus.

I do not know what my salary is going to be, only this, that I get a 40 per cent bonus at the end of the year if my work deserves it.

Our organization is a "we" organization. There is no room in it for "I." No man can rightfully take the sole credit for any big work. No big and sound organization can be built up by saying "I." You cannot build an organization without building the other fellow, and you cannot build the other fellow on an "I" basis; it's got to be "we" and it is "we" in our organization.

Coming back to the stores—we do not sell outside our own stores and we have only one price. We do not believe in any price regulations or in any combinations with competitors.

On the other hand, we do not and cannot control trade-marked

brands. Suppose we went to work and took a man's goods and wanted to sell them at six cents, when all the other dealers sold them at ten cents. We couldn't do it. We are afraid to do it. What we do do is to take the same cigar and put on another name and sell it at a lower price.

We handle all the brands that sell, no matter who makes them. The American Tobacco Company might have preferred that we sell only its brands, but it could well have afforded to subsidize us to *display other goods.* Suppose it got 80 per cent of the business, it could afford to have us display the opposition goods in its windows for the benefit it is in creating business.

The only effective way to brand a cigar is by putting a band on it. Many people object to the bands on cigars because they have not a full appreciation of what the bands mean. Branding is for the protection of the public as well as the manufacturer.

In the old days, before bands were generally used, the smoker had very little protection. The box itself offered no security. After high-grade stock had been sold out of the original box, unscrupulous dealers would fill the box up with cheap cigars, putting ten-cent stock, for instance, into a box which had contained twenty-five-cent cigars. This practice is called "dumping" and was very widespread.

The boxes which had contained high-class brands used to sell empty at from twenty-five to fifty cents apiece, and were used by these unscrupulous dealers until they wore out. Many manufacturers catered to this trade and told how many of their cigars would go in such and such a box. It was a business in itself.

"Dumping" continues to some extent, but not on the same scale as in the days before the United stores. The banding or branding of cigars has helped to break up the practice by making it more difficult and dangerous to carry

(Continued on page 66)

The start is what counts

Beginners in the mail-order business cannot afford to waste time and money experimenting in advertising mediums. The safe, logical course is to invest in circulation *known* to pull results.

The Vickery & Hill List and The American Woman

Have made millions in profits for hundreds of advertisers during the past 38 years and the profits are still pouring in. What better proof can be presented to those advertisers about to take the first step?

1,750,000 families in the small towns and country read these papers

And are *known* buyers by mail. To prove this conclusively for yourself, "Key" your ads and note the results.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
MAINE

Flat Iron Building
NEW YORK

THE FACTS THAT MUST GOVERN THE ADVERTISING

FIFTEEN POINTS WHICH SHOULD BE ILLUMINATED IN ORDER TO DETERMINE IN ADVANCE THE DIRECTION OF THE CAMPAIGN—HIGH COST OF BLIND PROCEDURE AS UNJUSTIFIED AS OVER-CAPITALIZATION

*By Harry Tipper,
Advertising Manager of the Texas
(Oil) Company, New York.*

Advertising and sales are so intimately connected, being, in fact, only different phases of one business operation, that it is impossible for the advertising manager to look at the possibilities of a field entirely from an advertising standpoint; and it is obvious that, in considering any aggressive selling campaign, either with or without advertising, the following points necessarily require illumination in order to determine the most economical method of handling the business.

The points are:

1. The capacity of the plant involved.
2. The consumption of the article in question.
3. The number of competitors in the field; and, consequently,
4. The total amount of business which can be secured.
5. The present consumption in relation to the total possible consumption.
6. The increase in the consumption each year during a series of years up to the present.
7. The consumption in the different states or zones which may be of interest from a selling standpoint, showing best and worst from the total consumption.
8. This consumption balanced against the square mileage involved.
9. The number of dealers who would handle this article—if it is to be sold through dealers.
10. Present distribution of the material in question.
11. The present market price of competitive articles.
12. The total amount of money involved in business, considering the consumption.
13. The total amount of money involved, considering the percentage of present consumption which could reasonably be expected.
14. The total profit involved in this amount of business; and, consequently,
15. The total amount of advertising and selling expense which could be absorbed in developing the business.

It will be seen from this array of the factors entering into the case that the advertising manager

in order to be in a position to decide on the extent, the method and the reason for advertising, must be familiar with the conditions from all selling standpoints. Otherwise, the plan of advertising decided upon may have only a comparatively small relation to the sales effort and conditions.

It has been unusual, even in the selling department of any business, to develop all, or nearly all, the factors which are expressed above, and, as a natural consequence, a large amount of money is being expended every day in experimentation upon a market regarding which the facts are already developed.

The usual plan in by far the majority of cases where it is decided to market a new product is to start a few salesmen on what would appear, from a personal impression or general knowledge of the trade, to be the most important markets and feel the thing out in this way. An expenditure of \$20,000 to \$50,000 is easily absorbed in this experimentation, without developing such information as would form the basis for an examination into the possible efficiency of selling and the possible profit to be secured.

Personal impressions, even those of one or two men who have been brought up in the industry, are easily misled, by appearances and local conditions through restricted fields, into an entirely wrong conception of the market and the methods to be adopted in covering such market most efficiently. In working out a case a few years ago, the writer was particularly struck with this condition.

The plant in question had a capacity which was considered by the experienced sales manager to be quite small. It was also concluded by this gentleman that \$15,000 or \$20,000 could be spent for advertising this particular output in addition to the organization of considerable sales force.

Knowing very little of the trade conditions in this field and being impressed with the lack of statistics on the subject, the writer made an investigation which was carefully carried out into the pos-

A Prosperous New Year to All Advertisers

The consistent use of the American Sunday (Monthly) Magazine induces prosperity.

It enters 2,000,000 homes and more, the first Sunday of each month, and is welcome. The very beauty of the product and the literary and educational value of its pages make it so.

An advertiser who owns a product nationally distributed ran a 200 line advertisement in our November issue. It cost him \$1,000. He offered to each person answering his advertisement and enclosing 10c., a beautiful calendar. His replies and the receipts therefrom brought him back the cost of the advertisement.

More than 2,000,000—\$5 per line

American Sunday (Monthly) Magazine

W. H. JOHNSON, Advertising Manager

23 East 26th Street,
New York City.

907 Hearst Bldg.,
Chicago.

sible market along the lines in which it was proposed to sell the article in question.

This investigation showed: (a) that the personal impression or judgment of the sales department was utterly at fault and that the writer's judgment was equally out of line with the facts; (b) that the total consumption of the article in question in the field proposed did not absorb more than one-fourth or one-fifth of the capacity of the plant, and anywhere from one-eighth to one-tenth of the amount expected; (c) that the cost of the advertising and sales organization proposed would have been entirely out of line from the standpoint of possible consumption within the near future.

While this was an unusual case, on account of circumstances in the industry involved, which made the apparent importance of the business much greater than there was any warrant for, it showed conclusively the necessity for investigation of the trade conditions in order to form a reasonable basis for the formation of a selling plan; and inasmuch as advertising is a part of the selling plan, *the same necessity arose in the determination of the extent, method and conditions of the advertising.*

Apart from such an unusual condition as this, the excessive cost of selling, due to promotion and sales work, covering fields and methods which the consumption of the articles would not warrant, has just as much to do with the difficulties in many organizations as the over-capitalization of physical properties.

I have in mind a plant in the Middle West where, although the business had increased to the extent of requiring double the capacity to fill it, the waste of efficiency in selling and the consequent enormous promotion expense made it impossible for this firm to realize sufficient profit to pay a dividend.

It is well known that usually the expense of marketing equals one hundred per cent of all the other factors entering into the cost of an article, and in quite a

number of cases the proportion is even greater.

This being so, it is evident that, in order to approach the question of marketing any particular material, it is necessary that the basic information should be at hand. This should be arranged in such shape that an intelligent investigation can be made with a view to approaching the marketing of the product with a high degree of efficiency.

It may be contended that the advertising manager, dealing with only a portion of the selling question, is not interested in the development of a number of these factors. It is true that the development of most of the factors should naturally fall upon the head of the sales department; but it is just as true that, as a rule, the advertising manager is in the best position to make such investigations and secure the information along these lines. Except in the notably efficient selling organizations which stand out as unusual monuments of efficiency, the sales manager has been a successful salesman with a turn for executive management. For a number of years selling has been to him a succession of individual deals and the general marketing has been the result of these.

As a matter of fact, precisely the reverse should be the case if the subject is properly approached. The individual deal and the success of this deal is the result of an intelligent marketing scheme.

Furthermore, the sales manager has been commonly limited in his viewpoint by the necessity for showing a certain amount of sales within a specified period (say six months or one year) at a certain percentage cost of selling. This has the effect of preventing him—unless he is unusually far sighted—from viewing the marketing scheme over a series of years and having in view rather the ultimate effect than the balance in his favor over a short current period.

Too much advertising has been done without previous investigation of trade conditions and requirements, and too much money has been wasted on that account.

To Progressive Publishers and Advertising Agents

WHOSE BUSINESS HAS SHOWN
PROGRESS DURING 1911

Printers' Ink Annual Review Number

DATED JANUARY 18th
PRESS DAY JANUARY 11th

Offers you a splendid opportunity
to tell your story of success to the
national advertisers of the United
States and Canada.

Rates: \$100 per spread; \$50 per
page; smaller space pro rata.

Early reservations naturally receive
best position.

Printers' Ink Publishing Co.

New York
Atlanta

Boston

Chicago

St. Louis
Philadelphia

Another Advertising Agent Who Believes In Advertising

The H. B. Humphrey Co. recently placed a 52 page order for advertising its own service in PRINTERS' INK. The following letter is a reply to an inquiry as to what prompted the order:

H. B. Humphrey Company

Advertising · Designing Engraving · Printing



44 FEDERAL STREET BOSTON MASSACHUSETTS

Telephone Num 6431 Cable ADHUMCO

December 1, 1911.

My Dear Mr. Hopkins:

I find so much food for thought, and so much that is practical and inspirational within the pages of Printers' Ink, that it is almost the one publication that seems to be a real business essential.

Doubtless there are many readers of Printers' Ink who are potential rather than actual advertisers. Some of them are young men in offices who will shortly be business executives—some of them are already heads of concerns that ought to advertise.

Now, if I saw a man on a train reading Printers' Ink instead of some fiction magazine, I should assume that he was trying to learn something that would be of advantage in his business.

I should like to get the ear of such a man if I had a proposition that I thought would help him to increase his sales or enhance his market. He might not be the head of a concern, but his influence would count—and his interest in Printers' Ink might signify progress toward the executive place.

Assuming that the readers of Printers' Ink are of the information-hungry type, it is safe to say that any advertisement that really does have informative value will get their interest as surely as the text.

As often, therefore, as I use Printers' Ink as an advertising medium, I shall endeavor to give your readers something they can use in their business. And, believe me, there is a wealth of such material.

Here in New England we have the most concentrated buying population in the United States, with the possible exception of New York. It is an industrial population, but not only do we produce enormously, but we consume equally so. This territory may be covered by newspapers more thoroughly and effectively, I think, than any similar area in the country, and where we have so many large towns each with what amounts to a metropolitan shopping district, there are peculiar advantages to concerns seeking distribution for advertised products.

But there is another side to the matter—New England is waking up! I don't mean that New England has been asleep industrially—but she has for a couple of centuries enjoyed peculiar and unique industrial advantages. As the center of population keeps working to the West, however, New England finds that those advantages in themselves may not be sufficient to maintain her position and so she is looking to advertising as a means of letting the world know the many excellencies of her products.

The New England manufacturer is bound to recognize the new channels of trade influence that fall under the head of advertising and I propose to tell a story in any advertisement of mine that shall not only sound the praises of the New England market to all the country but also show our home manufacturers that they have an advocate who is willing to stake something for the faith that is in him.

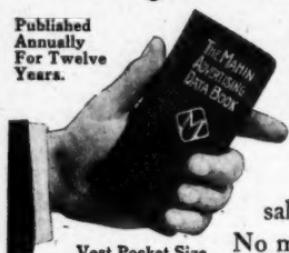
Yours very truly,

H.B. Newell

President.

Will you accept this book for a Ten Days Free Inspection?

Published
Annually
For Twelve
Years.



Vest Pocket Size.

No matter what question on the subject of sales or advertising you want answered, you can feel sure you will not have to look any place but in the *Mahin Advertising Data Book*. That means solid daily value to you—a time-saving source of accurate information. We have already received orders for the 1912 issue from hundreds of advertising and business men who know the Data Book's value. Off the press Jan. 1st—get your order in now.

To test the value of this book just check the items that you have wanted to know at a moment's notice

- Information regarding newspapers.
- Facts and figures about magazines.
- Detailed or general information about bill posting or painted signs.
- Data on trade papers.
- The cost and value of street car and elevated cards, electric signs or theatre advertising.
- Number of dealers in various lines.
- Facts and advice on half tones, zincs, electrotypes, stereotypes, wood cuts, paper stock, weights, etc.
- Statistics about family incomes, farm incomes, bank deposits or building operations.
- How to get out effective catalogues and literature.
- How to secure a copyright or patent. (By the way, this process has been changed a lot the last year.)
- Information valuable for a successful follow-up campaign.
- How to correct a proof so that the printer can understand you.
- Type—how many words to the square inch, etc.
- Valuable article by George French on printing, in our 1912 issue.
- How to Judge an Advertisement. John Lee Mahin's Ten Tests are one of the Data Book's exclusive features.

The *Mahin Advertising Data Book* furnishes you an authentic reply to all these questions, and it will give you a quick answer on thousands of other subjects—all thoroughly indexed and ready for instant reference.

Among the thousands of users of the Data Book are such well known advertising managers as H. K. McCann of the Standard Oil Company, S. C. Dobbs of the Coca Cola Company, E. St. Elmo Lewis of the Burroughs Adding Machine Company and G. H. E. Hawkins, Advertising Manager of The N. K. Fairbank Company.

Ten Days Free Inspection of This Book Valuable Every Day, the Place for Accurate Reference Time-Saving, Conveniently Indexed. Nothing Like It. \$3 value for \$2.

A 556-page book legibly printed on Oxford Bible paper and leather bound. If, at the end of ten days, you feel that you can't afford to be without the Data Book, send us \$2.00 and we will send you for twelve months the *Mahin Messenger*—which alone is worth at least \$1.00—containing, every month, short, snappy, up-to-date sales and advertising talks. Mail us your order immediately and get twelve months daily use out of this valuable book.

MAHIN ADVERTISING COMPANY
827 American Trust Building :: :: :: CHICAGO

STANDARD SANITARY COMPANY'S 24-YEAR CAMPAIGN

THE WIDE SWEEP OF THE PUBLICITY
—HOW ADVANTAGE WAS TAKEN
OF CHANGING IDEAS OF SANITATION
THAT EVIDENCE A REMARKABLE SELLING ACTIVITY

By Laurence Griswold.

It has cost the Standard Sanitary Manufacturing Company, of Pittsburgh, several millions of dollars to tell its story to the world. In one recent year alone \$500,000 was spent in all forms of publicity.

A certain social interest attaches to this long campaign. The advertising began at a time when general appreciation of sanitation was far less than it is to-day. To carry the sales to the desired point, it was necessary that the advertising should not only take advantage of the changing ideas of cleanliness, in the person and the home, but should assume an active part in bringing a better order of things to pass.

Whatever the credit one gives to the Standard Sanitary Manufacturing Company for the higher regard for sanitation which to-day obtains, there is no discrediting the fact that the business has increased from a two-tub-a-day basis in 1875 until the daily receipts are now averaging about \$38,000. The campaign has been broadening like a stream which in the lowlands spreads out fan-fashion, until all the recognized promotion methods are being used, backed by every device of the follow-up man, such as house-organs, form and personal letters, window displays and personal salesmanship.

Each method has been used with a special purpose and each is given its due share of credit for the sales which over a period of thirty-six years amount to 6,000,000 bath-tubs and lavatories, and 10,000,000 miscellaneous plumbing fixtures. "Our advertising has been worth all it cost," said an official of the company, "and a few million dollars more.

We have an analysis to prove it."

National magazines have been used as a medium, month after month for a period of twenty-four years. Since 1901 the Frank Presbrey Company has placed the magazine copy. Seldom less than full pages are used in these publications. Frequently, double-spreads and inserts are taken. At present there are forty magazines running the Standard copy. In the eighteen trade journals and class publications, such as the *Craftsman*, *House Beautiful*, etc., now being patronized, the advertisements are very rarely less than a half-page. Records show that in a typical year 60,000,000 magazine impressions were used by the Standard.

Newspapers have been used off and on for local campaigns. One of the biggest newspaper campaigns ever undertaken by this company is about to be started in Canada. Recently, the Standard started a new factory in Toronto and the Canadian territory will be covered very thoroughly by newspaper displays. Advertisements ranging from 1,000 to 1,100 lines in extent will appear weekly, commencing in eastern Canada.

COST OF INQUIRIES

Inquiries from this sort of advertising cost the Standard anywhere from seventy-five cents to six dollars. The street address of the nearest Standard branch is always a part of each advertisement and many of the inquiries go directly to the branch indicated in the particular copy.

Follow-up letters in connection with this National advertising have been used for years by the Standard and it thinks a lot of them. Home builders, as a rule, ask a good many specific questions when they answer advertisements. So most of the follow-up letters are dictated. After six letters have been sent in answer to an ordinary inquiry and no response is forthcoming, the matter is dropped. Letters of this sort are sent at fortnightly intervals. Inquiries that appear to be forerunners of big jobs, such

as apartment houses or hotels, are referred to the manager nearest the inquirer's address and a Standard representative gets on the trail at once. "Our follow-up letters are indispensable," is the way Edgar E. Gregg, first assistant to the vice-president and advertising manager, puts it.

Over 40,000 window signs have been used by the Standard during a period of seven years. The same design, which is a reproduction of the firm's "Five-Year" guarantee label has been used all during that time.

There are Standard stores in Pittsburgh, Cleveland, Toledo, Louisville, Nashville, New Orleans, Houston, Fort Worth, Toronto and Hamilton, where they

display in each showroom. Nothing is sold from these rooms, which are strictly for exhibition purposes. Model baths with showers, selling as high as \$500; bubbling drinking fountains, laboratories and so on are shown in full working order.

All of these stores and show-rooms have valuable window spaces which are effectively employed by the Standard. "If we have a good display in New York I have it duplicated in our show-rooms wherever the facilities will permit," is the way Mr. Gregg sums up the show-window situation.

PRINTS OWN AD MATTER

Book publishing has grown to be a very big industry with the Standard. The publishing branch of the business keeps forty persons busy the whole year around. Up to date, 9,935 books have been published and sold at prices ranging from two to three dollars a copy. For example, the "History of Sanitation," by J. J. Cosgrove, a Philadelphia sanitary engineer, is full-gilt, leather-bound and printed on one-hundred-pound stock. It covers everything from "Rebecca at the Well" to the evils of the public drinking cup. The only advertising that appears in the book is a preface signed by the company and a tailpiece in which the word "Standard" is attractively entwined. The printing plant turns out \$60,000 worth of work in a single year. This estimate is based on cost, not selling price. Over 3,000,000 pieces of miscellaneous printing, such as booklets, postcards and so on, were sent from this printery during a recent year.

"Principles and Practice of Plumbing," which has been adopted by thirty-eight universities and colleges throughout the country, was written at the request of the Standard and is a product of its publishing department. Among the users of this book are the University of Pennsylvania, Massachusetts Institute of Technology, Cornell, Harvard and the University of Toronto.

MAGAZINE AD FEATURING THE GUARANTEE

sell supplies direct to the dealers. In addition, there are "show rooms" in New York, Boston, Philadelphia, Washington, Pittsburgh, Chicago and St. Louis. It is said to cost \$10,000 to equip one of these display places in the fashion demanded by the Standard. Green and gold (the colors of the "Five-Year" guarantee label) predominate in the decorative scheme. At least \$5,000 worth of goods are kept on

"Plumbing Plans and Specifications" was produced under the same conditions and while it is primarily for the use of the man in business, it has been selected as a text-book by Leland Stanford Junior University, Notre Dame, Carlisle and others.

"Plumbing Estimates and Contracts" explains in detail the intelligent and successful estimating of costs and the execution of contracts. It is the text-book for classes at Harvard, Cornell, Carlisle and Leland Stanford. "Purification and Disposal" is authoritative at the Armour Institute of Technology, Harvard, Massachusetts Institute of Technology and five additional institutions. Several other books have been put out and adopted in the same way.

"Sanitary Refrigeration and Ice Making" and "Designs of Turkish Baths" are the titles of publications about to be issued.

In this same printing plant are run off all of the cards used in connection with the street railway service for plumbers. The plan of the Standard consists in furnishing colored cards with the understanding that the dealer will pay for the space. The plan was inaugurated in January, 1906, when eleven plumbers representing ten cities in seven different states adopted the idea. At that time 442 cars were displaying Standard cards to a population of 556,000. A typical monthly report for 1911 shows that 154 dealers in 152 cities of forty-five different states were using 3,700 cars that reached a population of 3,400,000.

Many of these street railway cards are used by the dealers for tacking and show-window purposes. The Standard makes it a point to furnish any reasonable number desired for such purposes.

A booklet, "Street Car Advertising for Plumbers," has been given a wide distribution by the company. It explains the value of street railway advertising and makes clear the Standard's service. Here is a part of a letter written in this connection by F.

"For Twenty-five years growing better"—

For a full Quarter-Century The Ladies' World has been the dependence of the home-makers of America—

Because it has always given them the practical help they needed in the most usable form.

**THE
Ladies' World
NEW YORK**

**March Number
will be closed January 5th**

& C. B. Nash, of Portland, Me.: "The results were so satisfactory that when this contract expired we contracted for thirty-two cars for five years."

NEWSPAPER SERVICE FOR PLUMBERS

Something along the same general line is the Standard's newspaper advertising service for plumbers. This plan embodies the furnishing of mortised plates to dealers who will pay for the newspaper space. A typical monthly report for 1911 shows that 815 dealers in forty-five different states ran these advertisements in small newspapers having a combined weekly circulation of 1,839,000 copies. Most of these newspapers are dailies. A booklet, entitled "Newspaper Advertising for the Plumber," has been

"We have not had a competitive plumbing job in two or three years, but we do have a whole lot of 'go ahead and fix me up right' trade."

There is another booklet of the same general tone as those relating to street railway and newspaper advertising. It is called "Attractive Stationery." This urges the use of good cuts on letterheads and cards. Such cuts have been furnished gratis to dealers by the Standard for many years. Look at the next plumber's letterhead you come across. If it presents an attractive cut, it's dollars to doughnuts that the word "Standard" appears in the offing.

Just now, the whole of the Standard's publishing department is absorbed in the preparation of the new edition (40,000 copies) of Catalogue "P."

Thousands of copies of former editions have been distributed to dealers in the United States and the edition now being prepared, which, it is said, will cost \$125,000, will be sent to dealers everywhere in response to signed applications. The book is being printed by the Chasmar-Winchell Press of New York, and



STREET-CAR CARD RUN FOR DEALERS

sent to nearly every plumber in the United States. The following is a rather interesting letter sent to the Standard in this connection:

"In regard to the advertising of trademark goods in the local papers," writes J. H. Wiggins, a dealer in Willmar, Minn., "there is no question whatever that he should do so, the only question being as to just how much he can do to advantage. Our experience would lead us to say two columns, four inches, every issue (getting a good location and appearing in same location each issue) with copy changed each issue. An occasional display of three or four times this size is a good investment, especially in special editions of the paper.

"We know of no way to secure neat, refined and attention-compelling copy better than the electro service which you have been furnishing and which we certainly appreciate.

"The plumber who connects himself in the public mind with quality fixtures connects himself with the quality trade—the trade that is not peddled around to the cheapest man.

is conceded to be one of the very largest undertakings ever attempted by the printing craft. The pages will be nine by twelve inches in size and there will be more than 22,500,000 of them. Eighteen tons of cover binding will be used together with 2,000 pounds of lining stock. Eighty-two thousand sheets of eighteen-karat gold-leaf will be required to gild the word "Standard" on the exterior of the books composing the edition. The completed job will weigh more than a Pacific type of locomotive, the sort that hauls The Twentieth Century. For the last two years, six artists from New York have been in Pittsburgh all of the time, drawing for the new Catalogue "P." More than 1,800 original drawings have been approved.



THE GARDEN ANNUAL ISSUE OF ORANGE JUDD WEEKLIES

Appears March 2, 1912

The *Garden Annual* is the regular issue of the Orange Judd Weeklies for March 2, 1912, but greatly enlarged, with a wealth of valuable and authoritative articles covering every phase of farm work and life by specialists in these lines.

The *Garden Annual* is the BIG number of the year. It was first published in 1905 and was received with so much favor by both subscribers and advertisers that it has become an annual institution. Each succeeding issue has become increasingly better and profitable. It is not a special issue—as ordinary special issues go—but a regular *annual feature number* that is eagerly looked forward to by the 425,000 farmers—and their families—who make up the subscription list of the *Orange Judd Weeklies*, as well as by those advertisers who have been fortunate enough to have been represented in previous issues.

The *Garden Annual of Orange Judd Weeklies* is saved and referred to as a veritable calendar of reference, by our subscribers, all through the spring months, thus insuring equally as long life to the advertisements appearing therein.

Ask your agent to reserve space for you in the *Garden Annual*, or send your order direct to us. There is no increase in rates for this issue.

Forms Close February 19, 1912

Address nearest office for our prospectus, which tells about this feature number—the leading articles by famous authorities, which make our **GARDEN ANNUAL** intensely interesting to our readers, and therefore valuable to our advertisers.

ORANGE JUDD COMPANY

Western Offices:

1209 Peoples Gas Bldg., Chicago, Ill.
601 Oneida Bldg., Minneapolis, Minn.

Headquarters:

315 FOURTH AVE.
NEW YORK

Eastern Office:

1-57 W. Worthington St.
Springfield, Mass.

Just as soon as one is finished it is placed in the fire and water-proof vault where more than 6,000 pieces of original art work and 8,000 original half-tone plates made for the Standard are kept on file.

HOW THE HOUSE-ORGAN IS USED

When it comes to the "house-organ" question, the Standard is a pioneer and an absolute believer in the effectiveness of its medium. *Modern Sanitation*, as the magazine is called, was started eight years ago. It has not skipped an issue since the start was made. Mr. Gregg is the editor. Contributors are paid rates equal to those of some national magazines. Clippings from other periodicals have been used

business departments aim to teach the journeyman plumber correct methods of accounting and estimating; how to avoid waste and the like.

One day the question as to just how much appreciation existed in the minds of the dealers for *Modern Sanitation* arose. So Mr. Gregg made a test. Selecting 400 names at random from the mailing list, he sent out letters asking for expressions of approval or the reverse. One hundred and fifteen responses were received. Out of this number 114 writers explained that they were constant readers and mentioned the benefits they had derived from regular perusals. The man with a reverse English on his approval explained that he was too busy to read anything outside of his business correspondence.

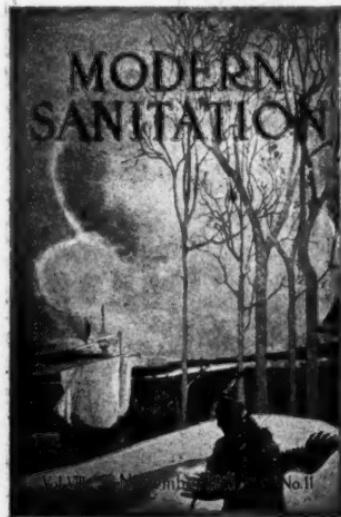
Over 2,500,000 copies of *Modern Sanitation* have been mailed since 1903. Each one has contained two or more pages of Standard advertising. The monthly circulation is now about 25,000 copies.

Much of the advertising issued from the Standard printery is suitable for framing. Many frames are used in the various stores, offices, factories and others are sent to dealers. It is estimated that fully 40,000 frames have been made by this company within a few years. Moulding for this purpose is bought by the carload.

GUARANTEES RATED HIGHLY

Much emphasis is laid by the Standard on the importance of its two and five-year guarantees. For instance, each tub guaranteed for five years bears a green and gold label. Each tub guaranteed for two years bears a red and black label. If the purchaser so desires, a guarantee certificate will be issued which is good for five, or two years, as the case may be. In such instances a facsimile of the guarantee is sent to the purchaser who fills it out. This is returned to the company and in turn the guarantee is forwarded, a stub corresponding to the certificate being kept on file at the home office.

Each Standard guarantee, which



A HOUSE ORGAN THAT IS ALMOST A MAGAZINE

very seldom in *Modern Sanitation's* lifetime. The covers are by the best artists, but no matter how clever a design is submitted, it is "turned down" if sparkling water is not incorporated in the composition.

Helpful articles of general interest, such as "Sanitation in the Tenements," usually start off each issue. Columns conducted by the heads of the Standard's various

is numbered serially, reads as follows:

This is to certify that we hereby guarantee the Standard green and gold label porcelain enameled plumbing fixtures furnished, _____, for use in _____, for the period of two years from date of installation, against crazing or cracking unless fixtures are subjected to abuse or misuse. Should defects due to imperfect material or workmanship appear during that time, duplicate fixtures will be furnished without charge.

All of the thousands of inquiries are filed under ten headings such as "Bankers," "Women," "Lawyers." The live files contain inquiries for eight months back. The remainder are in a big storeroom. Then there is another file that contains the names of every plumbing firm in the United States which handles Standard products, and of every place in the United States where there is the remotest possibility of making a sale.

Standard offices and agencies are in San Francisco, London, Montreal, Buenos Ayres, Rio de Janeiro, Shanghai, Santiago (Chile), Brussels, and even Auckland. Standard factories are in Pittsburgh, New Brighton, Pa.; Louisville and Toronto.

The company's advertising is appearing in the following magazines:

| | |
|--------------------|---------------------|
| Everybody's, | Woman's Home |
| Scrap Book, | Companion, |
| McClure's, | Munsey's, |
| Review of Reviews, | Century, |
| American, | Cosmopolitan, |
| Scribner's, | World's Work, |
| Country Life, | Outlook, |
| Sunset, | Current Literature, |
| Metropolitan, | Literary Digest, |
| Red Book, | Good Housekeeping, |
| World To-Day, | House Beautiful, |
| Suburban Life, | Ainslee's, |
| Pearson's, | Craftsman, |
| Christian Herald, | House and Garden. |

CHANGES IN LOZIER'S ADVERTISING DEPARTMENT

James Evans, who for a number of years was advertising manager of the Brush Runabout Company and subsequently acted in that capacity when the United States Motor Company assumed control, has just been appointed to take charge of the advertising department of the Lozier Motor Car Company with headquarters in Detroit, Mich. C. A. Emise, who conducted the publicity and advertising campaigns for that concern, has been promoted to the position of sales manager.



Here's for a Prosperous Nineteen Twelve

We offer exact and complete information regarding the following publications.

We can supply carefully compiled statistics concerning trade and business conditions in the sections they cover and among the people they reach.

We are prepared to render expert assistance in the line of co-operative work leading to the development of your business in their respective sections, in conjunction with publicity in their columns.

MEMPHIS COMMERCIAL
APPEAL
PITTSBURG POST
PITTSBURG SUN
NEW ORLEANS ITEM
DENVER TIMES
BINGHAMTON PRESS
SYRACUSE JOURNAL
NORFOLK LEDGER
DISPATCH
NEWPORT NEWS TIMES-
HERALD
EVANSVILLE COURIER
COLUMBIA STATE
LITTLE ROCK GAZETTE
RICHMOND JOURNAL
MOBILE ITEM
SAVANNAH PRESS
BIRMINGHAM LEDGER
CHATTANOOGA TIMES
KNOXVILLE JOURNAL AND
TRIBUNE
SAN ANTONIO EXPRESS
EL PASO HERALD
NASHVILLE DEMOCRAT
PENNSYLVANIA GRIT
UTICA SATURDAY GLOBE
NATIONAL TRIBUNE
(Washington)
WEEKLY COMMERCIAL
APPEAL
ELMIRA TELEGRAM
"Known Circulation Newspapers"

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

**PRICE — WHEN IT PULLS
AND WHEN IT
REPELS**

CONSIDERATION OF PRICE AS A SELLING POINT—WHEN IT SHOULD BE PLAYED UP—WHEN IT SHOULD BE KEPT BACK AND IMPARTED BY SALESMEN OR CIRCULARS—HIGH PRICE AS A SELLING POINT—THE VALUE OF EXPERIMENTS

By S. Roland Hall.

"Don't forget to play up prices" was one of the first bits of advertising advice that I ever received. You still hear it occasionally—without any qualification, and some are thereby made to offend.

Our latest statistics on incomes indicate that 66 per cent of families in the United States get along on incomes of \$900 a year or less, that 77 per cent get along on incomes of \$1,200 a year or less, which seems substantial proof that a large proportion of the readers of advertisements have to consider prices continually and that, therefore, price is a very important point in advertising.

But let's not forget that while price may be a very attractive point, it may also be the greatest obstacle that the advertising man or salesman has to overcome.

The man who inserted the "Short System of Figuring," advertisement here reproduced was much pleased with his copy as it looked when set up. There was no question about the value of the medium in which the advertisement was inserted. In fact, he says the only unsatisfactory feature about the advertisement was that it did not bring a single order! This advertiser forgot to ask himself whether he would have dug down into his jeans and sent off three dollars to an unknown person on the strength of the eight lines of information that he gave about the book. Three dollars is a good price for a book. So many have been disappointed with books bought on faith at two or three dollars each that

ordinarily it is necessary either to provide full information in the advertisement, or in a booklet, or to offer to send on approval. The price of this book is an obstacle, yet the advertiser even displayed it as if it deserved emphasis!

An important question, therefore, is: Will the price at which we will offer the goods prove an attractive point? If so, play up price; if not, let the information about price come in only after the reader has been made to want the goods.

DO THE ADS COMPLETE SALES?

Some advertisements can be made to complete sales. If an advertisement is to do this, then

Short System of Figuring

Don't waste valuable time and mental energy guessing over a surplus of useless figures. By using the Short System of Figuring you get correct results instantly! Beats any other system or machine in existence; saves time, worry, and money; absolutely infallible; endorsed by experts. Price . . . \$3

*G. A. Christensen, Civil Engineer,
775 14th Street, San Francisco, California*

PUTTING THE PRICE BEFORE THE CATALOGUE SUGGESTION

of course it must provide information about prices. But all that some advertisements should aim to do is to develop interest and an inquiry, or a call at the store; and when this is the case high price may kill off the inquiry or the call. Dodd, Mead & Co. will not dare put the prices of the New International Encyclopedia into its magazine advertisements; nor will the International Correspondence Schools quote prices of the various courses of study in its inquiry-developing advertisements. Price in these cases is an obstacle; it is wisely kept back until desire is built up, and it would cost too much to do that thoroughly in magazine space.

A manufacturer of cedar chests, using small advertisements, has for years mentioned merely the range of prices of his product and then offered a booklet. He

BUYERS WHO HAVE MONEY

That's the only kind you can afford to advertise to. Government statistics prove that the farmers of Ohio and Michigan are among the most prosperous in the land. You can talk to nearly a quarter million of these prosperous farmers through their favorite mediums:

THE OHIO FARMER

The Standard Farm Paper of Ohio
CLEVELAND

Mailed every week to more than 125,000 farmers who pay \$1.00 a year to receive it—More than 95,000 in Ohio alone—No other agricultural weekly has one-half as much paid-in-advance circulation in Ohio.

THE MICHIGAN FARMER

The Standard Farm Paper of Michigan
DETROIT

The only paid-in-advance weekly farm paper in Michigan—over 80,000 circulation, practically all in Michigan—offering the most economical and profitable way to reach the prosperous Michigan farmers and their families.

Each of these two high-standard farm papers is over sixty years old—each is edited by practical editors who have kept abreast of all progressive agricultural movements—each has kept its advertising columns free from fake and objectionable copy—each has the unalloyed confidence of its thousands of readers.

Surely you will not longer neglect two such able publications in the exploitation of your product—YOU SIMPLY CAN'T AFFORD TO.

Write either representative or direct for rates—

The Lawrence Publishing Company

Cleveland

Detroit

Member Standard Farm Paper Association

George W. Herbert, Inc.
Western Representatives
600 First Nat'l Bank Bldg.
Chicago, Ill.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City.

PLEASE NOTE: We also now own the Pennsylvania Farmer of Meadville, Pa., one of the older farm weeklies established in 1880. It is our intention to build it up and make it one of the best farm weeklies in the country. Circulation now 8000 concentrated in western New York and Pennsylvania. Present rate 5c per agate line with space discounts.

knew better than to try for complete sales on the strength of the advertisement alone. Once he determined to see whether or not the omission of price figures would encourage more people to get details; he thought possibly the mention of prices as high as \$27.50 kept some from inquiring who might really have bought if they had had his full information about the fine chests he made. The omitting of the prices largely increased the number of inquiries, and at last reports, even after allowing for poor inquiries, the increase in good ones made a decided gain.

The Burrowes advertisement, on the other hand, wisely features the attractive price offer; for the average man is likely to be under the impression that he can't afford a billiard or pool table, and it is important to remove that impression at the outset.

A moderate-priced tailor of New York owes \$400 worth of business from one man to the fact that he put very neat price-information on the goods in his show window. Had that information not been there, this man would have imagined, from the general appearance of things, that the prices were too high for his income. Possibly the same thing was true of scores of other men who patronized this tailor on learning his prices from the window. Men don't like to go in and tell a tailor that they can't afford his prices.

There is no business better established than the coal business, and yet it plays up the special price in summer to overcome its dull season.

THE DISCOUNT A STRONG POINT

A large national advertiser has found that the discount is an indispensable feature of its sales work. Nothing else seems to be so

strong in inducing a man to "sign now" as the offer of a discount. One hundred dollars with 15 per cent figured off, making the net figure \$85, looks better than a flat price of \$85—in that particular business anyhow. And the company is regulating its discount schedule, so as to offer the largest reduction in those months when the business is ordinarily the dullest, and thus make the business more uniform.

A prominent big-store advertiser of New York says:

"It is plain that if a store advertises nothing but bargains and sells nothing but advertised goods, it will not do a profitable business, though it may be crowded with customers from morning until night. The advertising man must never forget that a busy store is not necessarily making money; this depends entirely on what customers are buying. This fact is often overlooked even by proprietors themselves until they are reminded by the sheriff that it is easier to draw a crowd than to make money out of it. Excessive bargain advertising must, in the long run, be disastrous to any store that practises it. Faced with this dilemma, the best store managers and the most successful advertising managers are those who can best combine the presentation of regular-priced goods with bargain attractions."

But some good retail merchandisers predict that the special-price offering will continue indefinitely as a sales-puller.

Some mail-order men set one dollar as the limit, generally speaking, that one may hope to draw as advance payment on the strength of an advertisement alone—that is, without furnishing more information. However, it is evident that much depends on the character of the

BURROWES BILLIARD & POOL TABLE

\$1 DOWN puts into your home any table worth from \$50 to \$15. \$2 a month pays you back. Larger Tables cost \$100, \$125, \$150, \$175, \$200, \$225, \$250, \$275, \$300, \$325, \$350, \$375, \$400, \$425, \$450, \$475, \$500, \$525, \$550, \$575, \$600, \$625, \$650, \$675, \$700, \$725, \$750, \$775, \$800, \$825, \$850, \$875, \$900, \$925, \$950, \$975, \$1000, \$1025, \$1050, \$1075, \$1100, \$1125, \$1150, \$1175, \$1200, \$1225, \$1250, \$1275, \$1300, \$1325, \$1350, \$1375, \$1400, \$1425, \$1450, \$1475, \$1500, \$1525, \$1550, \$1575, \$1600, \$1625, \$1650, \$1675, \$1700, \$1725, \$1750, \$1775, \$1800, \$1825, \$1850, \$1875, \$1900, \$1925, \$1950, \$1975, \$2000, \$2025, \$2050, \$2075, \$2100, \$2125, \$2150, \$2175, \$2200, \$2225, \$2250, \$2275, \$2300, \$2325, \$2350, \$2375, \$2400, \$2425, \$2450, \$2475, \$2500, \$2525, \$2550, \$2575, \$2600, \$2625, \$2650, \$2675, \$2700, \$2725, \$2750, \$2775, \$2800, \$2825, \$2850, \$2875, \$2900, \$2925, \$2950, \$2975, \$3000, \$3025, \$3050, \$3075, \$3100, \$3125, \$3150, \$3175, \$3200, \$3225, \$3250, 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article and the standing of the advertiser. Sears, Roebuck & Co. undoubtedly get advance payments of good size on articles that they play up strongly on price.

Sometimes it is a good plan to mention price for the benefit of those who may be willing to order on the strength of the advertisement alone, and at the same time to offer a booklet for the benefit of the doubting Thomases, and in this way appeal to both classes.

THE VALUE OF HIGH PRICE

High price is now and then a strong selling point. "King Midas" appeared to be very successfully advertised as the "highest-priced flour in America and worth all it costs." When the article is one for which exclusiveness is a strong point, high price may be advertised as an aid in establishing the exclusive atmosphere.

It is easy to say that the advertisement of a \$50 typewriter that seems to do all that \$100

machines do ought to play up price. It is also easy to say that Dodd, Mead & Co. follow a wise policy in withholding price information for the salesman or the sales literature to impart. Between these extremes there are cases that may not be passed on so quickly, that require careful weighing.

When the business is such that experimenting is possible to determine the strongest place in the canvass for prices, the advertiser owes it to himself to experiment.

WESLEY A. STANGER NOW WITH ROYAL TYPEWRITER COMPANY

Wesley A. Stanger, until recently connected with trade publications at Chicago, has been appointed manager of the Philadelphia branch of the Royal Typewriter Company, of New York.

Mr. Stanger was for some time editor of *Office Appliances*; he was one of the founders of the *Office Outfitter*, with which he was connected as part owner and editor until quite recently. He has written extensively for trade publications.

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**



WARD BREAD COMPANY

THE VERSITY
OF
BREADMAKING.
INCORPORATED

WARD'S BREAD.
TIP-TOP BREAD.

MODERN
METHODS OF BAKING

New York,

December 15, 1911.

SOUTHERN BOULEVARD
AND
ST. MARTIN STREET

OFFICERS
W. J. Ward, Pres.
and T. J. Gude, Vice
Pres. and Genl. Mgr.

Mogars, O. J. Gude Co.,
Broadway & 22nd St.,
New York City.

Saithlemen:

Your statement that you have heard from several sources that we had secured for Ward's Tip-Top Bread, a most complete distribution in a short time, is very interesting to us and we are glad to attest to the entire accuracy of this report. It is a pleasing fact that within three months from the time we entered this market, Ward's Tip-Top Bread was on sale at a very large majority of the retail dealers of greater New York.

We attribute this remarkable success to the very boldness of the enterprise and to the vigorous advertising we gave to our product, in which your painted sign display had a prominent part. We believe that these big prominent billboards and wall spaces contributed their part in helping us secure the confidence of the dealers and the general public, by convincing them that our goods were all we claimed they were, and at the same time conveyed the fact that we had a worthy enterprise and had come to stay.

We are convinced that outdoor advertising has a most potent influence in helping to secure distribution and the co-operation of the dealers.

Very truly yours,

WARD BREAD COMPANY

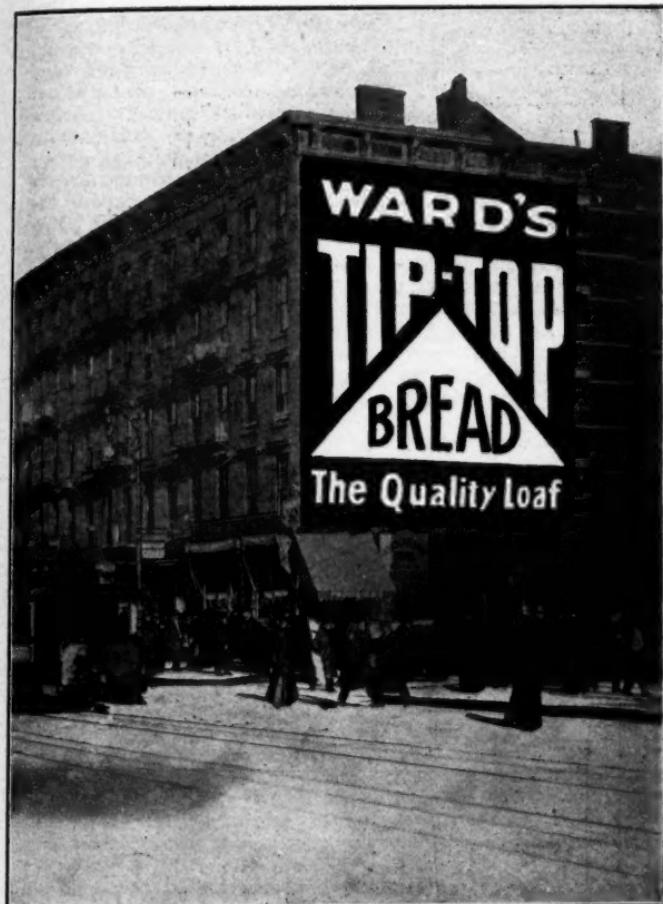

Vice-President.

OEW/EMB.

The O.J. Gude Co., N.Y.

Broadway, 22nd St. and Fifth Ave.

New York City



The O. J. Gude Co., N.Y.

Broadway, 22nd St. and Fifth Ave.
New York City

ACCOUNTS THAT AGENCIES REJECT AND WHY

THE QUESTION OF CARRYING SIMILAR ACCOUNTS—WHY ONE AGENT WON'T TOUCH "COMMUNITY OF INTEREST" ADVERTISING—TENDENCY FOR AGENCIES TO GET TOGETHER

By Charles W. Hurd.

II.

It is not alone the exceptional cases which indicate the continued raising of agency standards. All sorts of straws show the way the wind is blowing.

A very common reason for declining advertising accounts is that the agency already has another in the same line. Not all agencies pursue this policy. When an account is a very large one, the advertiser may be in a position to monopolize the agency as to that line. But this is not always the case. Some agencies specialize in a line and carry several or even many accounts of the same character. This is especially true among the textiles.

There is much to be said on either side.

"I can't see more than one account in one line," said one agent, "and I'm out to kill every competitor in the field. I simply couldn't work any other way."

On the other hand—

"There is room enough in a good agency for several accounts in the same field," said another agent. "It is better to get expert handling by men who know, than 'original' treatment by men who guess."

The successful agent always has the opportunity to decline many accounts that are unadvertisable. Some of these are the so-called "unethical" and dubious. Some have insufficient margin of profit. And some again are too far in advance of the demand.

CREATING DEMAND EXPENSIVE

"Most men will say," remarked a well-known advertising agent, "that if they were in some other business than the one they are in, and had a novelty, or an article

protected by a patent, they would advertise it. As a matter of fact, there is no money made in most articles until the patent has run out.

"The big, expensive part of the business is in creating the demand, in turning the people to the article sold, in breaking up old habits of use and enjoyment and educating them to new ones. It is many times easier to switch the demand already created to a new form, to popularize a new brand of the same thing, than to push and pull the brand and the article up the hill together. I always decline the chance unless there is a very long purse and plenty of courage to stick it out behind it. It can be done, sometimes, if the people behind it want to do it and the article is all right. But it is hazardous, because pioneers seldom make any money."

If the goods are wrong, there can be no glory in it for the agent to take the account, no matter how large it is. If he does take it, sooner or later his sin will find him out and business will gravitate away from him to the agencies which see more clearly or feel more deeply about it. And many agents are seeing more clearly as to this point.

A large agency was asked some time ago to make an investigation into the distribution of a large manufacturer of a line of household articles. Sales seem to be falling off without discernible cause, and a remedy was sought in advertising. An investigator was sent out by the agency. He pursued his inquiry through the department stores of several cities and found the evidence in the case to be all of one piece: the goods sold did not match samples. One of the largest retailers declared that if the manufactured goods were only up to promise his stores alone could dispose of all the goods the manufacturer could make during the next five years. The agency reported the facts to the manufacturer and advised against advertising at that time. It is supposed he is profiting by the advice.

A very common reason for the rejection of an advertising account is that it is not yet ready to advertise. When the account is a large one, rejection, of course, involves a heroic self-denial, and is in fact generally more in the nature of temporization—rejection with a string to it. Several agencies which until recently have had to choose between the dilemma of conscientiously rejecting an account that was not ripe for advertising and that of sacrificing a large part of the appropriation by premature entry into the field have found a solution in making a charge for sales counsel, by which device they are enabled to afford the time necessary to develop the merchandising end of a business to the point where it will hold up the advertising.

SOME ACCOUNTS NEED NURSING

There are many small accounts which need to be nursed along before they are fit for advertising.

Two young men with a few thousand dollars to invest were in a hurry to advertise a dentifrice they were marketing on a small scale.

"Wait," counseled the agent whom they sought. "Get your distribution in the territory. Make sure of the re-orders. Wait till you're selling a gross or two a day. You may have a good thing, and you can't afford to run out of funds and cripple the selling end."

The young men took the advice and are to-day strong, consistent advertisers with a growing business.

Sometimes the reasons that prompt an agent to turn away what looks like good business do not lie on the surface.

One prominent agent will not touch any "community of interest" advertising, for a good reason. A few years ago a change of fashion had affected a big line of manufacture and a dozen men got together and contributed a big sum for the purpose of reclaiming some of the lost trade. They brought the account to a well-known agent.

"No, gentlemen," he said, "I

haven't any faith in the proposition. I feel very sure that you cannot do what you want to do, and I do not feel any confidence in your way of doing it. You are all putting up equally, but some of you naturally are abler than others and will gain more than a proportionate share, while others will get less. There will naturally be dissatisfaction, and the agent will be the goat. I decline to be the goat, but I will tell you what I will do—if you conclude to go ahead I will take one of you and lick the others to a frazzle."

The campaign did go ahead. There was a temporary improvement in the market under the stimulation of the heavy advertising, and the advertising agent took advantage of it to land a good share of the business for the one manufacturer who was willing to fight the field with him. The other manufacturers fared as predicted; some made a little money, others lost it. When the flurry was over, the advertising agent pulled out his client and has since kept him out, awaiting the time when fashion shall swing back, and it will pay to take advantage of it.

Whatever the reasons which animate agents to decline business, whether the goods are not up to grade, or the selling plan is inadequate or defective, or the facts about the business concealed, or the men at the head of the business autocratic and domineering—whatever the reason, there is a very fair chance that the agent's backbone will gain strength and subsequently he will net more than enough to offset the initial crimp in the bank account.

Some time ago, for instance, a New England manufacturer called up a leading advertising agent in New York City and inquired if it would be convenient if the agent could run up to his factory the following day.

"No," said the agent, "it would not be convenient."

"When will it be convenient?" the manufacturer asked.

"I'm afraid I cannot come at all, Mr. So-and-So. As a matter

of fact, I don't go outside the office for business."

There was a moment of amazed silence on the other end of the wire. Then the manufacturer said:

"Well, you're independent, aren't you? I guess you don't know who I am. I'm Mr. So-and-So of the Such-and-Such Company."

"Oh, yes, I know your company very well, Mr. So-and-So. And I am not independent at all. It is simply a matter of cold-blooded business. My time is paid for by my clients and I can't afford to waste it running around calling on prospects and trying to pull down orders out of the air. But—"

The "prospect" cut him off by hanging up the telephone receiver and did not hear the rest of the story until three days later when his imagination got the better of his indignation and he came down to town to look over the "curiosity" in the shape of an advertising agent who had turned him down on a matter of professional dignity. It proved only a temporary turn-down, however, because when the manufacturer left the office he had signed up.

Now there is no reflection in this anecdote on the principles or practice of the other agencies which do employ solicitors. The employment or non-employment of solicitors has nothing to do with the case. The point is that the agent had set up a certain ideal for himself, lived up to it and won out. He subsequently showed his indifference to purely commercial considerations by cutting the previous advertising appropriation of this manufacturer in half, and getting, it is averred, more results from it than had been secured before.

Looking backward over the development of the agency business, it is possible to generalize in a not unprofitable way.

The early agents often made large earnings by securing large commissions on successes that came more easily than they do to-day.

As the field became more

crowded, successes called for higher talents. Agencies could only make permanent success for themselves by winning a fair proportion of successes for their clients. At the same time agencies multiplied and commissions fell. The result was that the abler agents sought large accounts and cultivated them after they got them.

In the stampede the little advertiser often got overlooked, neglected and walked over. His account was good enough to take but not important enough to worry over.

Now, a tendency is setting in for agencies to take no more accounts than they can handle successfully and satisfactorily. It is getting dangerous for agents to make serious blunders in advertising. Bad news travels fast, and advertisers are organizing to make it travel faster, for that's a fair statement of one side of the activities of some advertising clubs. There is more getting together on the part of advertisers, more comparing of notes and more specific criticism than there ever has been before.

The better agencies welcome it. It's the best thing that could happen for them, and they are helping it along by exercising more and more caution in soliciting and accepting accounts and handling them after they get them.

If the mortality of accounts in the leading agencies were compared with mortality of a dozen years ago, the figures would prove the point.

RETAILER RECEIVES BULK OF PROFITS

The cost of a suit of clothes from the back of a sheep to the back of a man is computed in the report of the Tariff Board appointed by President Taft, and the profits are apportioned as follows:

| | |
|-----------------------------|--------|
| Wool grower | \$.68 |
| Cloth manufacturer | .23 |
| Wholesale clothier | 2.18 |
| Retail clothing dealer..... | 6.50 |

The suit requires 3.6 yards of cloth, containing 0.7 pounds of wool. The farmer or wool grower receives \$2.28, the cloth manufacturer \$4.78, the wholesale clothier \$16.50, and the retailer \$23. The board says this is an average instance of who gets the money.

CLUB COCKTAILS—A CAMPAIGN WHICH ALMOST RUNS ITSELF

PERSISTENCY IN SMALL SPACE AND FEW MEDIUMS BUILDS UP A BIG BUSINESS—THE PIONEER IN PICTORIAL LIQUOR ADVERTISING PUTS HIS PRODUCT BEYOND THE FEAR OF COMPETITION—SMALL EXPENDITURE KEEPS UP THE DEMAND

To the reader of the illustrated weekly papers, Club Cocktail advertising is an old familiar friend. The gentleman taking his ease in the wicker arm-chair, surrounded by the atmosphere of good cheer radiating from a bottle on the table is probably as well,



even if not so favorably known to the advocates of prohibition as the Baker's Chocolate Girl. And Colonel Heublein, head of the concern of G. F. Heublein & Bro., proprietors of the brand, says that he was the first to run an illustration of that character in an advertisement for liquid refreshment.

"The others have trailed along," he said, "first one and then another. But we beat them to it. Club Cocktails have been in the papers for nearly twenty years continuously."

Colonel Heublein lays greatest emphasis upon persistency when explaining the success of his advertising—next to the quality of the product. The interviewer cannot qualify as an authority on the latter count as he didn't

sample the product and wouldn't have known any more about it if he had, but the persistency certainly has been profitable at comparatively small cost.

USE SMALL SPACE

"We use two- and four-inch spaces in *Life*, *Puck*, *Judge*, *Leslie's*—the illustrated weeklies," the Colonel went on. "We very seldom go into larger space, or into other classes of mediums. Our product is sold by fancy grocers, and liquor dealers generally, and the same space does for both consumer and dealer advertising."

"But what do you do," asked the interviewer, "to connect your advertising and salesmen? How do you make them work together?"

The Colonel looked blank a moment. "I don't think I know what you mean," he replied.

There you are. A series of small-space ads—in a few mediums builds up a big business. The Colonel even complained that he wasn't getting the results he used to get, and his space was costing him a lot more money at

that. He wasn't sore about it; it was merely his comment upon the changed conditions. He seemed to consider himself doubly fortunate that he wasn't obliged to start afresh in these days of full-page competitions, and he gave the credit where it belongs—to his early start, and the pioneer work done while advertising was hardly awake to its opportunities.

He displayed a sign, in the form of a framed lithograph of the gentleman in the wicker chair, which he furnishes dealers who want to display something in their windows. He has used posters on the New York and Chicago "L" stations. Once in a while he gets out a piece of mail matter for his dealers, and he showed a paper weight which he

said was sent out some years ago; but there is no attempt to make each feature dovetail into a constructive campaign. It really isn't necessary to go to all that bother, because, as was said before, everybody knows Club Cocktails. Once in a while a dealer will get out a private brand, and try to substitute, but as the Colonel says, the people try it once and then come back to the original. Such competition is so insignificant that it isn't even necessary to combat it by concentrating on the territories where it occurs through the local newspapers.

WHERE FORESIGHT HAS MEANT DOLLARS

Hindsight may be better than foresight, as proverbs go, but the man with the foresight enjoys an advantage when it comes to getting his product in a position where he doesn't have to worry about it. If Colonel Heublein, twenty years ago, had taken the common position that he wouldn't advertise because nobody else did, two and four-inch spaces wouldn't be enough to carry the proposition to-day.

Looked at alongside of the elaborate campaigns which combine large spaces with carefully prepared follow-up—campaigns costing in a single year, perhaps, as much as the entire advertising expenditure for Club Cocktails—the Heublein foresight looms pretty large. The idea of putting an accurately-measured and blended cocktail on the market was a big one, but the idea of advertising it to the cocktail drinker was a bigger one, and the biggest of all was the idea of getting attention with a picture of a man enjoying it. If a man were to try and break into the market to-day with a bottled cocktail, it would cost him money and yet more money. He would need big space, elaborate follow-up for dealers, and all the machinery of the modern advertising plant. And the hardest thing he would have to overcome; the thing that would cause him more anxiety and sleepless nights than

anything else, would be the influence of these little two-and-four-inch ads run continuously for twenty years.

Truly it pays to be a pioneer, if you have got the courage and the goods. ***

WHAT CONDITIONS PROFITABLE ADVERTISING

Vice-President J. C. Reid, of the National Oats Company, speaking at Chicago on "Quality and Service in Its Relation to Advertising and Selling" said in part:

Food is the necessary thing to living and, mark you, but 20 per cent of the income of the people of the United States is spent for food. How, then, with 80 per cent spent for other things, Dr. Wiley, Secretary Wilson, or any one else could charge that the retail grocer is responsible for the high cost of living, we are at a loss to understand.

It costs the average retail grocer from 15 per cent to 17½ per cent to operate his business. His average gross profit is but 20 per cent; he makes a bare 2½ per cent on his sales. The sales of the average grocery store would approximate \$20,000 a year, or a profit of \$500. Grossly exorbitant, is it not? And when one thinks of the wastefulness of these political officeholders, we are so filled with disgust that it approaches nausea when we contemplate the cheap and petty reasons for their making the public statements that they do. *

If service has been negligent in selecting the right sort of a package, appetizingly suggestive in its appearance; if it has been badly wrapped or sealed; if the purchasing department has permitted poor quality of shells or labels; if the order department has been negligent in the entering; if the purchasing department has not bought the raw grain right; if the manufacturing department is not in a position to turn out goods of quality; if the traffic department is not so organized as to insure proper railroad service and prompt and correct deliveries of the merchandise in question; if all these and more of the details of service are not strictly complied with, and if, after that, the larger point of high quality is not successfully looked after—for, mind you, it is the goods inside of the package that count, when they get into the kitchen and up to the cook—then all of your splendid structure of advertising and selling has come to naught.

Percy T. Edrop, for ten years connected with the Hearst organization, has just become associated with the Howland-Gardiner-Fenton Agency, New York.

CONTESTS AS ONE WAY TO MEET COMPETITION

CONSIDERATIONS THAT LED BARCALO MANUFACTURING COMPANY TO GIVE PRIZES TO RETAIL SALESMEN.—THE QUESTION OF UNDUE INFLUENCE OF SALESMEN

As stated in a previous number of PRINTERS' INK, the Barcalo Manufacturing Company, of Buffalo, making metal beds, springs, and bedding, has instituted a contest for retail salesmen, with substantial cash prizes for the six who, from January 1 to July 1, 1912, will sell the greatest number of Barcalo beds and cribs.

Replying to a query from PRINTERS' INK about further details, F. Anderson, sales and advertising manager, writes:

"Have we ever before conducted a contest of this nature?" No.

The result is problematical. We believe that salesmen on the floor will be influenced in a measure by this contest. The attitude of store owners we do not know, except in a limited number of cases. We have reason to believe that their attitude will be favorable. Some will object and will think that we are trying unduly to influence their salesmen, but they will be in the minority, we expect. We don't look for unusual results from this contest, but we think that we will see results in proportion to the amount of money that we will spend.

In merchandising an article like ours a number of factors must be taken into consideration: first, we must have a good article at a fair price; second, we must sell it to the retail dealer; third, it must be sold by the retail dealer with reasonable promptness. Usually a manufacturer's efforts stop with the sale of the article to the retail dealer. There are two very important things to be considered after the bed has been put on the dealer's floor. The first and most important is to induce the consumer to go to the dealer and purchase it. The second is to induce the man on the floor who sells it to the consumer to sell our article rather than a competitor's. Every legitimate means that can be employed to induce the retail salesman to favor our article must be considered. Our contest is only one of a number of means.

ALDINE CLUB TO DINE COL. ROOSEVELT

The Aldine Club, New York, announces a complimentary dinner to its two honorary members, Dr. Lyman Abbott and ex-President Theodore Roosevelt, at the club, Tuesday evening, January 9.

What Woman Wants

Does any
advertiser
believe that
there is any
better market
for his goods
than the
woman whose
wants are
measured by
the departments
of the
**Woman's Home
Companion?**

GETTING PEOPLE TO PAY MORE

A HINT FROM THE MERCHANTISING PHILOSOPHY OF MARSHALL FIELD & CO.—HOW VARIOUS CONCERNS EDUCATE THEIR PATRONS TO THE APPRECIATION OF MORE COSTLY QUALITIES

By Waldo P. Warren.

As a past master of the art of "getting people to pay more" I think no one who knows would dispute the claim of Marshall Field. I do not mean paying more for a given quality but appreciating a better quality and paying what it is worth. The day has passed when "getting people to pay more" for a given quality is regarded as a virtue, or even as a good business principle. The whole tendency of experience is to demonstrate that value giving is the only sure highway to success.

Marshall Field had a maxim, which in his quiet way he dropped more than once in those casual conversations with executives and department chiefs, and by which means he succeeded in so infusing his spirit into the personnel of a vast organization that it would go the way he desired it to go while he enjoyed a six months' holiday in Europe. That maxim was: "The appreciation of quality remains long after the price is forgotten."

I have heard it quoted many a time by various department chiefs with whom it was formerly my pleasure and privilege to come in contact, and quoted with all the finality with which a religious zealot points to his "proof text" of Scripture, in explanation or justification of a merchandising or advertising policy.

One day in particular I remember standing by the counter where women's shopping bags were displayed, and falling into a con-

This is the fourth of a series of articles by Mr. Warren having for their general theme the getting of more business. The first was entitled, "Getting People to Buy More;" the second, "Getting People to Do More;" the third, "Getting People to Use More."

versation with the department chief whose simple jurisdiction included those articles. A new stock had just been put in and he was taking a justifiable pride in showing me what exquisite creations were included in the display. Some of them were marked at \$30, \$60, \$75, etc., and from that on down to \$5. (Notice I did not say \$49.95, etc.) I said to him: "Do you have much trouble in disposing of bags at that price?"

"We're not very anxious to dispose of them at all," he replied. "You see it is well worth while to carry those bags in the case even if we never sold them. Of course we do sell them occasionally, but they're worth more to us if we keep them."

"Why, how's that," I asked—that was before I had learned much about the psychology of merchandise displays.

LIFTS THE CONCEPTION

"Well, you see, a man will come in here to buy a bag for his wife, or she will come herself, for that matter, and have in mind paying five or ten dollars. But when they look over the assortment and see that, while they can get a fine looking bag for that money, there are others on up to several times that sum, it simply lifts their conception of what constitutes a desirable shopping bag, and they end up by paying \$25 or \$30. The more expensive bags haven't been sold, and yet they have earned half their cost on that one transaction—at least one of them has.

"Then," he went on, "that woman goes out with her fine bag and sets a new standard for her friends, and they come in with \$20 ideas and may end up with \$40 purchases."

"Do you think that is quite fair to the public?" I asked, as personal recollections of the monthly "Field bill" came to my mind, and I remembered a remark I had often heard in explanation, "Things cost so much more than you think they are going to."

"Why not?" he asked, as if his personal ethics had been questioned. "They got good value;



No Waste Circulation— that is why the advertisers who use space in “THE BIG SIX”

obtain such prompt and gratifying results. Every copy of the journals in this group of six of the country's leading medical publications goes to a busy, prosperous physician, who not only purchases for himself, but recommends, prescribes and buys for the people in each community who constitute his patrons. Over 100,000 different physicians read these high-class journals from cover to cover every month, and then, because of the specific value of their contents, preserve them for frequent reference.

Do you realize the splendid opportunity here offered for reaching the best and most influential doctors in America? The patronage and co-operation of the medical profession have helped many an advertiser to win tangible and lasting success. THE SAME IS WAITING FOR YOU! May we show you what "the Big Six" can do for you at a surprisingly low cost?

The Associated Medical Publishers

S. D. CLOUGH, Sec.,
Ravenswood Sta., Chicago, Ill.

A. D. MCTIGHE, Eastern Rep.,
225 Fifth Avenue, New York

| | |
|---|-------------------|
| American Journal Clinical Medicine..... | Chicago, Ill. |
| American Journal of Surgery..... | New York, N. Y. |
| American Medicine..... | New York, N. Y. |
| Interstate Medical Journal..... | St. Louis, Mo. |
| Medical Council..... | Philadelphia, Pa. |
| Therapeutic Gazette..... | Detroit, Mich. |

they got what they chose; they had the whole assortment to choose from. They could have bought a good bag for five or ten dollars, but they preferred to pay more. Why should I limit them to cheaper bags if they prefer to pay for something better?"

The argument ended with the proof text maxim, "Mr. Field says, you know, that 'The appreciation of quality remains long after the price is forgotten.'"

I have since had occasion to observe how the same principle works in other lines of trade, and also how the same effect is secured by other methods.

HALO FOR THE REFINED TASTE

One of the higher priced makes of automobiles is marketed by men who have discovered that there are many persons who demand and are willing to pay for the best that can be produced. Let others stint their product in materials, proportions, and finishings—but why compete with them when there are enough who are willing to pay for an unstinted production. And yet the problem remains of selling the intangible margin of difference, something that even appearance does not always show. It is done not by arguing superior utility but by investing the car with a prestige of "halo" which irresistibly connotes more refined taste in the owner, and human nature, when it can afford the difference, does the rest.

Fortunately for many propositions where it is necessary to ask a higher price it is possible for them to demonstrate an actual economy, and then the problem is easy. When the "Twentieth Century Limited" between New York and Chicago can point to the saving of a business day, which to many business men means hundreds of dollars, the question of whether or not it is worth while paying \$10 extra fare vanishes into thin air.

Even in the matter of prunes a leading New York grocer has demonstrated that a pound of large prunes at fifteen cents is better value than a pound of small prunes at ten cents, when the

seeds are weighed separately from the fruit. It has been found possible to demonstrate this point to many of the most frugal of housewives, so that the fine large fifteen cent prunes no longer suffer in competition with the ten cent grades.

Candies, which are so often bought to be presented as a compliment, demonstrate that reputation for quality has a distinct commercial value, since the compliment is enhanced by giving a brand that is synonymous with high quality. Getting people to pay more in such cases is less of a problem to be solved by comparison and argument than by connoting "class" in the advertisements.

Treating merchandise with respect is always a sure method of increasing the respect on the part of the public, and the consequent willingness of the public to pay for a quality that otherwise might be unappreciated is a principle that is becoming more generally recognized in the preparation of artistic packages. Here art has its legitimate word in true commercialism, and refutes the half-truth and three-quarter fallacy that commercialism demands something less than true art.

PUBLIC PAYS FOR REPUTATION

Utilizing existing reputation, as a means of getting people to pay more, is exemplified in the phonograph business. Records for a long time were sold at a standard price of 35 cents and 25 cents, but it was found possible by drawing on the existing reputations of great singers to market records at \$7.00 each.

Of course there is a real difference in the quality of the music, and yet there are doubtless many purchasers who have more feigned than actual ability to appreciate the full difference—the reputation gets the benefit of the doubt. The reputation, and the price of the records in consequence, is often due, however, to rivalry between impresarios, rather than to extraordinary merit of the vocalists. But the public pay for it, and count the

values satisfactory, because the consciousness of rubbing off glory from reputation is quite a tangible commodity of commerce.

Confidence in a concern's ability to produce a piece of work satisfactorily is often a factor in getting people to pay more. A contract for artistic printing, from estimates based on identical specifications, was given to the highest rather than to the lowest bidder because of confidence that the thousand dollar difference in price would somehow or other appear in the finished product.

For a fitting climax to this study of the art of getting people to pay more it is necessary to return to the understanding of human nature that is implied in the merchandising philosophy of Marshall Field & Co.

One day I was talking to the department chief whose outlook on the ways of human thought is gained from catering to the demands of the men's furnishing sections. He was showing me, with some more pardonable pride, a plain hemstitched linen handkerchief for men, at five dollars each. Think of it—five dollars for a single linen handkerchief to carry in your hip pocket and perform the humble service that usually falls to the lot of a fifty-center. (And they even come for less.)

"How can any man be willing to pay five dollars for a linen handkerchief?" I asked. "He cannot even have the satisfaction of telling anyone how much he paid for it lest his sanity be questioned. How can he get his money's worth out of it?"

"Well, I'll tell you," he said. "There are lots of men in this town who swing big deals—hundreds of thousands of dollars at a clip. And they have to do it largely on the strength of their own assurance. When such a man goes up against another man, with a deal like that at stake, the very consciousness that he carries, and has enough self-respect to carry, the best that can be produced, even in a handkerchief, adds just that much to the mental force which enables him to swing the deal."



The Nashville Democrat

thoroughly exemplifies the old French proverb, "*Rien ne réussit comme le succès.*"

Look at these comparative figures for the first two weeks of December, keeping in mind the fact that the DEMOCRAT was born Sept. 20th and the other papers have been in existence since 'the memory of man runneth not to the contrary.'

This statement includes local, foreign and classified, and the foreign advertisers haven't gotten even a fair start yet.

First week December DEMOCRAT 75,698, Banner 63,476, and Tennessean 63,260 agate lines. Note the Democrat's lead.

Second week December DEMOCRAT 89,586, Banner 83,734, and Tennessean 80,794 agate lines. Note the Democrat's lead.

No newspaper has ever met with greater favor from the hour of its birth than the NASHVILLE DEMOCRAT.

Daily and Sunday circulation over 26,000 copies and growing.

The wise advertiser who seeks to cultivate the Nashville field to the most profitable and satisfactory extent is availing himself quickly of the opportunity the NASHVILLE DEMOCRAT presents.

We are at your service any time anywhere.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

SEASONAL "CAMPAIGNING IN FARM PAPERS

HOW CRAVENETTE COMPANY ADVERTISING SUCCESSFULLY MET UNUSUAL CONDITIONS — COMPLETION OF CHAIN FROM PRODUCER TO CONSUMER — SOME UNIQUE DEALER HELPS

About six months ago the Cravenette Company, U. S. A., added about a dozen farm papers to its list of trade, fashion, religious and other magazines, and completed a cycle of advertising from the "sheep's back to the woman's back," and back again, for the purpose of making known its patented process of rain-proofing cloth.

"It was no particular occasion that took us into the agricultural papers," says George J. Geer, the manager, in speaking of it. "We simply thought the time was ripe. The farmer has plenty of money nowadays. He is interested in good things and it seemed to be worth while to try him out. I went to bed one night without having given the matter a thought and came down to business the next morning decided to go into the farmer's periodicals.

"We find that the farmer is a man who responds to the advertising in his own papers. We of course get no direct Cravenette is a process or, as we call it, a proof, and not a cloth. Cloth manufacturers in many parts of the country send their cloth to our factory in Hoboken to be rainproofed by the Cravenette process. We there deal with them and we can only tell by their reports how things are going at the moment.

"Their reports are excellent. We are getting letters from many of these connections telling us that they have already felt the influence of the advertising.

"Our advertising does not as yet cover the

whole country. We have aimed to affect particularly those sections covered by the United States Rubber Company and some of its subsidiary companies, the Inter-State Rubber Company, etc., by arrangement with them. Their salesmen can take advantage of our advertising in dealing with the jobbers and retailers, and have done so with the success mentioned.

"The success, in fact, has been so pronounced that many manufacturers are writing in asking what the campaign will be in the spring. They want to know in advance in order to make preparation for it."

The Cravenette advertising at this stage is a seasonal proposition. There are two seasons, winter and spring, one for heavy cloth and one for the lighter weight. So the advertising, instead of falling into two periods of three or four months each, is divided roughly into four periods of two months each.

The November-December advertising in the agricultural papers, which is just ending, was designed to impress the jobber and dealer as to what is going to be done next spring when the farmer will be getting ready to buy a spring raincoat. It may hit a few farmers for winter coats, but it is in the main aimed to shoot over his head and hit the dealer.

Then in February and March the true consumer advertising will run to assist the retailer in clearing his shelf.

The second dealer campaign in the farm papers will be taken up again in June and July, and then the consumer campaign will follow in August and September.

The mediums now being used are the *Orange Judd Farmer*, *Northwest Farmstead*, *Dakota Farmer*, *Mail and Breeze*, *Nebraska Farmer*, *The Ranch*,

WARNING!

All
"Cravenette"
has U. S. Pat. Off.

RAIN COATS



Have this circular registered trademark stamped on the inside and a
Silk Label
placed at the collar
or elsewhere.

None Genuine Without Them.
The **Water Proof** is applied to many kinds of cloths suitable for men's, women's and children's garments — light, medium and heavy weight for all seasons of the year.

They contain no rubber, have no disagreeable odor, will not overheat or cause perspiration.

A patent is in full being taken
For sale by leading dealers in Men's Women's
and Children's Clothing

Cravenette Co. Ltd.
Prestley & C.
New York Office: 315 Fifth Avenue

A WORD OF CAUTION TO
THE RURAL BUYER

No Guess Work!

about the circulation of

Farm Stock Home

Minneapolis, Minn.

December 2nd and 4th the Association of American Advertisers examined its circulation, for the six months May to October, 1911 inclusive, and found an average of

105,900

copies per issue.

Flat rate, 40 cents.

Full pages \$290.00

"The Farm Paper of Service"



The Association of American Advertisers has examined and certified to the circulation of this publication. The figures of circulation contained in the Association's report only are guaranteed.

Association of American Advertisers

No. 2279

Whitehall Bldg. N. Y. City

The Farmer of St. Paul, *Farm Journal* of Philadelphia, *Farm and Home*, *American Agriculturist*, *Farm and Fireside*, *The Farmer and New England Homestead*.

Whether the list will be extended this spring or not has yet to be decided, but there is no doubt that this will be done sooner or later, when the proper co-operation can be secured from other manufacturers who are selling Cravenetted cloth.

Besides the agricultural journals, the Cravenette Company uses also, from time to time, a large

One of the most unique pieces of advertising matter, aimed alike at manufacturer, jobber, dealer and consumer, is a blotter which is to be used in demonstration of the Cravenette proofing.

The Cravenette advertising has been so effective in popularizing its name that eight out of ten people in the public seem to think it is a term interchangeable with raincoat, and the company therefore loses a large amount of business to other kinds of rain-proofing processes which ought to go to it by virtue of its advertising. It has tried various methods to combat this, from educational advertising to court proceedings, where the substitution is flagrant.

The blotter idea seems to have been more successful in touching the spot. The blotter is sent out to dealers for distribution to their customers. It is printed on both sides. One side describes how to tell Cravette cloths and garments by the trade-mark and what it is that distinguishes the process from other rainproofing processes.

FARM PAPER COPY INSERTED FOR COMPANY'S AGENT

number of country weeklies to supplement the agricultural papers, and feels that it is getting good results from them.

Its trade-paper advertising is naturally heavy. It has the outside back cover of every publication but one in its field, and that one it hopes to obtain the coming year.

Standing in the peculiar relation to other manufacturers that it does the Cravenet Company's promotion work is done for them and for their jobbers and dealers, since it has none of its own. Consequently, it provides a large number of window cards, hang-ups, consumer-literature and other dealer helps for them.

"Dip this circular in a basin of water," it says on the other side of the blotter, "or pour water over it, and be convinced of the *rain-repellent* qualities of the Cravenette proof."

When this is done the Cra-venette-proofed end of the blotter resists the water and the un-proofed end becomes saturated and limp. It is a sample and demonstration in one.

This circular has been one of the most popular pieces of educational literature ever put out, so much so that a patent has been asked for the idea. The manufacturers and big dealers have called for it in large quantities and nearly two million pieces have been distributed within the past

ninety days. The company frequently adds the names of the manufacturer or dealer and sometimes, as in the case of Rogers, Peet & Company, New York,

that he volunteered to present a set to anybody on his list who wanted them, and he has given away some forty or fifty sets. They seem to be very good advertising in their way, especially for the purpose of getting and keeping good will.

Another popular advertising device is the use of stickers for envelopes and trade literature. These are in several shapes and colors and are handsomely designed and printed. Manufacturers and dealers have called for them in great quantities and several hundred thousand have been distributed in the past few weeks.

A "DEMONSTRATION" BLOTTER THAT HAS CREATED COMMENT. THIS SPECIAL BLOTTER IS BEING SENT OUT BY ROGERS, PEET & CO., NEW YORK, WHOSE TYPICAL DRAWINGS APPEAR

characteristic advertising touches. Hangers and window cards are used freely by the company and are furnished to cloth and clothing manufacturers with their imprint and trade-mark. The company does not encourage selling Cravennette goods under separate trade-marks, believing that this confuses the consumer and leads to just such a condition as it has now found it necessary to combat. It concedes, however, the right of a manufacturer to add his trade-mark to the Cravennette trade-mark if he wishes to do so and therefore makes no real objection.

Quite an unusual advertising feature are the business mottoes which are given out to the manufacturers, jobbers and large dealers on request. They are handsomely gotten up in glass and framed, and are designed to ornament the office walls. Some of the mottoes read: "You can catch more flies by molasses than you can by vinegar," "No one ever got a dividend out of a quarrel," "Compromise, donte phyte." The name of the Cravennette Company appears only on the back of the mottoes.

Mr. Geer had these made up for his own office at first, but found so many visitors interested in them and talking about them



A HOLIDAY APPEAL

The Chicago *Tribune* feels that it may have to open a new department in its classified advertising columns if the wave of crime from which the city is suffering does not subside soon. One morning, recently, two ads telling of the ravages of the criminal classes appeared in the columns of that paper. One of them was inserted by Arthur L. Lynn, advertising manager of Montgomery, Ward & Co., and follows in full:

"PERSONAL—TO THE BURGLARS, Yeggmen, and Second Story Men of Chicago: Your three visits to my apartment have completely cleaned me out of all valuables.

"Now please give me a respite of at least six months in which to accumulate a new supply.

"A. W. LYNN,
"1st apartment, 4944 Kenmore Ave.,
"Chicago."

BOURNE WITH J. J. GEISINGER COMPANY

The J. J. Geisinger Company, of Philadelphia, has recently added to its editorial department H. D. Taylor, of Philadelphia, and H. M. Bourne, of Buffalo.

Mr. Taylor has been closely associated with Mr. Geisinger in the preparation of some of his most successful advertising campaigns for the past ten years.

Mr. Bourne, to make this connection, has resigned as advertising manager of the Buffalo Specialty Company, where he handled the promotion campaigns for Liquid Veneer and Home Oil. Previous to going to the Buffalo Specialty Company, Mr. Bourne was with N. W. Ayer & Son. He is chairman of the publicity committee of the A. N. A. M.

TAMPA PROTESTS AGAINST CIGAR ADVERTISE- MENTS

FLORIDA'S CIGAR INDUSTRY BITTERLY RESENTS E. A. KLINE'S REFERENCES MADE IN HIS "SATURDAY EVENING POST" COPY—ASKS FOR SPACE TO ANSWER AND IS REFUSED—STATEMENTS FROM TWO PARTIES TO THE CONTROVERSY

To what extent should a periodical "edit" the copy submitted by advertisers?

The cigar manufacturing industry of Tampa was stirred to its unplumbed depths by the references to that city made by E. A. Kline in his November advertising in the *Saturday Evening Post*.

Kline, perhaps, to get a new sort of "human interest" into his copy, expatiated upon the reasons that led him to forsake Tampa as a place to make cigars, for Cleveland, Ohio, where he now operates. These reasons, as stated by him, constituted a smart slap at Tampa's cigar manufacturers. He described what he asserted were the unsanitary conditions in the shops down there, told how the air of the shops was polluted by the smoke from the cigars of the workmen, and upon this foundation of criticism reared a fine little "reason-why" ad, to explain the unassailable quality of his ten-centers.

Kline must have expected the vociferous protest which arose from his erstwhile associates in Florida immediately upon the publication of the advertisement. These gentlemen, through their board of trade, asked the *Post* why it allowed such damaging matter admittance to its columns, and demanded a page—to be paid for, of course—in which to answer Kline's allegations.

The *Post* refused to allow the board of trade the use of its space for this purpose, the gist of its statement being that it did not want its pages made a jousting ground for peev'd advertisers.

There doesn't seem to be much doubt that Kline did wax stronger in his statements than the Golden Rule demanded.

PRINTERS' INK requested the Tampa board of trade to state its case. Following are some pertinent extracts from the reply written by W. B. Powell, its secretary:

November 2 I wrote to the *Saturday Evening Post* protesting against this advertising. I held that it was lowering the *Post's* policy of clean advertising. That the *Post* did not allow one automobile factory or advertiser to assail another; nor allow one clothing manufacturer to assail another in his ads; that the faults of this or that article were not pointed out by a competitor or an advertiser.

I appealed to fairness and justice.

I wrote the advertising department of the *Post*: "Kline's ads are an affront to our industry. We have 18,000 men employed at cigarmaking; they make them by hand; do not put a lot of scrap filler in a mold and then paste the wrapper on the filler when it is shaped by a drying process. If you will allow me to assail Kline's cigars,

How I Applied the Science of Efficiency to the Making of Rigoletto Cigars

I HAVE been making the Rigoletto Brand of Havana Cigars for more than 8 years. I made them for 3 years in Havana. Then I moved to Tampa, so you would not have to pay the tariff duty on Rigoletto Cigars. This tariff amounts on the average to 10 cents per cigar to 7.9 cents. That is why a cigar that costs 10 cents in Havana must be sold for 23 cents in this country to make a profit.

I made Rigoletto Cigars in Tampa for 4 years. Conditions there were wasteful of time and materials. It is the custom there for each cigar to be made day after day, and it makes the very choicest tobacco without paying for it. They usually take cigars home every evening. The number of cigars that are smoked and taken amounts to about 10% of their work each day.

What would a cigar manufacturer, for instance, think of conditions under which even one could desire the right to take out every tenth pair of shoes he made, for his own use? It was to avoid these unnecessary expenses and wasteful conditions that I came to Cleveland, where I am now making more and better Rigoletto Cigars than ever.

Here I have a well-lighted, thoroughly sanitary factory on the shores of Lake Erie.

I have most skillful, intelligent employees. I pay them well, but they do not smoke at their work and they do not take cigars. It costs me less than one-half as much to produce a cigar in Cleveland than it did in Tampa. That is why I am able to make a better cigar and sell it for less money. I am making the Rigoletto Cigar the very best in the world. I can sell it for 10 cents through dealers and make a profit. It is made in a way to produce the best possible, if it is made by efficient methods.

I use the very highest priced tobacco grown, imported from Cuba. I could not pay more for tobacco if I wished. There is no better tobacco than goes into the Rigoletto.

THE PART OF THE AD THAT CAUSED THE FUSS

and it is only fair to us to allow us this privilege, we will tell how his cigars are made—we will pay for the space. The greatest affront in the advertising is that he offers a better cigar for less money, etc., than made in Tampa and then offers fifty of them for five dollars and gives away a four-dollar humidor, making his cigars worth two cents each."

In reply to this letter Robert L. Barrows, manager Philadelphia office of the Curtis Publishing Company, wrote: "We will not allow you to use our pages for a controversy of the kind you suggest."

He also states that "we want to be absolutely fair to the city of Tampa and are sorry that statements have been published which would seem unfair."

However, the following week, November 18, the *Post* repeated the offensive Kline advertising, and I wrote under date of the 16th that I understood that since his former letter was written the offensive advertising was already in print. In this letter I pointed out the weak argument that Kline set forth why his cigars were better than Tampa cigars.

To this letter Mr. Barrows replied on the 21st most courteously that he would thoroughly investigate the matter, etc., and I have before me a letter wherein he writes that their Mr. Richardson will come to Tampa, December 18th and meet with the Havana Manufacturers' Association and go over the controversy with them.

We did not write or submit copy for an advertisement—we offered to take a page to answer the Kline advertising. The space was refused us. We do not think the *Post* has treated us fair in this instance. We are entitled to answer in kind. We would have to direct all our ad to Kline. We have no fight with the cigar industry of Cleveland or any other city. Kline's attacks are impersonal. A city is impersonal.

The surprise to this Board is that the *Saturday Evening Post*, with its high plane of its advertising columns, would allow an advertiser to attack a city's chief industry, and the only reason we can account for this is that it knew that as a city it could get no redress. If a firm had been attacked, as Kline attacked Tampa's industry, the firm could have gotten redress both from the advertiser and the publication accepting and printing the advertisement.

In response to a request from PRINTERS' INK for his views of the matter, E. A. Kline, the cigar manufacturer of Cleveland, replied in part as follows:

That my statement is based upon facts may be very easily verified. I had no desire or intention to do any "knocking" but gave a plain statement of those conditions which prompted the removal of my factory to Cleveland.

I felt that it was a simple duty I owed to smokers generally to let them know exactly why they are compelled to pay more for their cigars than they are really worth. Being convinced that it was right that I should do this, I did it.

Thus not always, be it observed, do the dictates of duty and business interest clash.

The Omaha, Neb., Adclub is following the lead set by a number of the live advertising clubs in publishing a club organ called the *Adclub Standard*.

The Most Business

Month after month, Printers' Ink announces to the advertising world that the

Southern Planter

Carries more lines of advertising per issue than any other farm or stock paper in the U. S.

This great volume of clean, high-class business which we carry regularly, means, we think, just this:

Shrewd advertising managers and space buyers know where to get their money's worth.

Look over the January issue, will you?

The Southern Planter

Established over two generations

Richmond, Va.

or

Chandler Bldg., Atlanta.

Boyce Bldg., Chicago.

Brunswick Bldg., New York.

Chemical Bldg., St. Louis.

"Why does coal burn without clinker?"

The company maintaining complete facilities for coal testing and analysis can often win customers by an actual demonstration of coal efficiency, and by showing its adaptability for various kinds of work, the consumer receiving advice without cost. A strong point can also be made of storage depots in various sections of the United States, and the assured regular supply and delivery of coal at short notice when and where it is needed.

As the retailer explains the use

CONSOLIDATION COAL

Carbon Is Heat – Consolidation Coal Is The Coal Of Carbon



Grouping not the most effective 'teach-in' strategy

Look at this analysis of George
Dunn's Big Nine Cumberlidge Coal
Shoalton, 64' Vertical, 18.86. From
Curtiss, 73.79. Ash, 6.70, Sulphur,
0.0, H. t. m., 84.621.

The soil is of such composition as to render the growing point very high—thus it is practically a non-climbing coal. No other coal-type class is characteristic as does Georgia Creek, and further it is at once recognizable and as easy to identify as can be.

The Consolidation Coal Company

J. W. Wilshire, Com. Mgr., of Sales, 1 Broadway, New York

OFFICES: — 1000 N. Dearborn Street, Chicago, Ill.; 1000 N. Dearborn Street, Chicago, Ill.; 1000 N. Dearborn Street, Chicago, Ill.; 1000 N. Dearborn Street, Chicago, Ill.

CONSOLIDATION COAL

ANOTHER OF THE "HEADLINE" SERIES
and wearing qualities of his goods and gets the sales, so will the coal operator control the trade if the consumer feels that the coal will do the work.

HARN AT BALTIMORE

O. C. Harn, advertising manager of the National Lead Company, addressed the Advertising Club of Baltimore, at its luncheon-lecture on Wednesday, December 20. Mr. Harn's subject was, "How a Paint Dealer May Advertise."

Howard Carpenter has resigned as secretary of the Rockford, Ill., Ad Club to take charge of the sales force of the Rockford Watch Company, at Elgin, Ill.



During an experience meeting at a colored church, a brother who had recently been converted, arose and said:

"Brethren, I'se been a sinner—a low-down, contemptible, black-hearted sinner—dese many yeahs, and I nebber knowed it."

"Don't let that fac' molest you any, brudder," put in a sympathetic old deacon. "De rest ob us knowed it all the time."

Each new advertiser who finally tries Farm and Fireside and finds that results roll in with regularity and promptness, flatters himself that he has discovered a new medium. He has not. The rest of us knew it all the time.

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago



The Poultry Annual

Appears February 1, 1912

The 1912 *Poultry Annual* issue of *Farm & Home* will appear Feb. 1, 1912. It will be our 8th *Poultry Annual*.

Our first *Poultry Annual*, published in 1905, contained 81 columns of advertising. Each succeeding *Poultry Annual* has shown a substantial gain, the 1911 issue having 162 columns, representing 277 advertisers. The same advertisers who used our *first Poultry Annual* have used it every year since, and with increasing space. This is positive *proof* of its paying powers.

It pays *small* advertisers as well as large ones; for there were some 200 small space advertisers in last year's issue.



COVER DESIGN
(Attractively laid in)

A Real Buyers' Guide for 500,000

Our editorial articles don't give *theories*, alone; nor the *one* experience them the practical *experiences* of farmers and poulterers—and the *one* spending money for "advertised" goods. We show our readers the *one* and how to raise poultry to make *money*. *Farm & Home* P

*Rates \$2 flat per line for 500,000 guaranteed circulation in regular issues. Get your order in early. We always keep advertising. A good deal of the space is *READ**

ASK YOUR AGENT OR WRITE US IMMEDIATELY

The Phelps Publishing Co.

315 Fourth Ave., New York City. Myrick Bldg., Springfield, Mass. 1200 Poultry Bldg., Chi



Annals of Farm & Home



Cover Design
Illustrated in Colors

Forms Close January 12th

The Poultry Annual pays general advertisers as well as advertisers of poultry and all agricultural necessities.

Some of the best known advertisers (of automobiles, musical instruments, household articles, steam heating plants, wearing apparel and food products) have used it for years.

Its reading matter appeals to the whole family, and is so stimulating and suggestive that *Farm and Home's Poultry Annual* is renowned as

500,000 of the Best Farmers' Families

the one experiment station man's views, alone. Instead, we give men and women—who are making money from poultry and our readers the mistakes to be avoided, the best proved methods, *Farm and Home Poultry Annual* gives our readers the buying impulse.

large circulation. No increase over rate for our
city. Always have to omit several columns of LATE
news is READY sold. Don't YOU wait until too late.

INFORMATION ABOUT FARM & HOME'S 1912 POULTRY ANNUAL

Publishing Company

8 Franklin, Chicago, Ill. 601 Oneida Bldg., Minneapolis, Minn. Aberdeen, South Dakota



HOW TRADE-PAPER ADVERTISING HELPS THE SALES FORCE

"COST PER INQUIRY" NOT A FAIR TEST OF TRADE-PAPER VALUE — HOW THE SALESMAN PROFITS BY HAVING HIS PROSPECT INFORMED IN ADVANCE—TRADE-PAPER ADS TO HEAD OFF POSSIBLE OBJECTIONS

By Roy W. Johnson.

III.

A great many advertisers judge the value of an advertising medium by the number of replies it pulls. They figure the cost *per inquiry*, and decide that the medium which pulls them at least cost is the best medium. On this basis the trade-paper loses out almost invariably. The cost per inquiry is high—hence the quite natural assumption that trade-paper advertising does not pay.

Yet there are advertisers in the trade-papers whose direct inquiries do not average one per issue; whose cost per inquiry would scare a mail-order advertiser into certainty of bankruptcy; who nevertheless stay in the trade-papers year after year, and who know that it pays them.

The writer knows of a small concern, makers of iron and steel shafting—a prosaic product enough, and one in which there are few points of commanding interest—who went into small space in trade-papers some years ago, largely as a rather dubious experiment. After three months the total direct returns consisted of one lone request for a price-list—which really told nothing, as there is no competition in shafting list-prices—and the concern was about to give up the advertising as a bad investment. But just then the one salesman returned from a trip and was heard from.

He reported that the advertising "got him into" places he never could approach on former trips; that buyers regarded his card with recognition in their eyes, and that the advertising gave him a standing right at the start so that he didn't have to waste a lot of time explaining what his concern really manufactured. The cost per inquiry was altogether prohibitive, yet the advertising paid, for the salesman was able to point to half a dozen orders from concerns whose buyers had never before consented to receive him.

Right there is one of the most important functions of the trade-paper ad; it is a mighty useful aid to the sales force. Not only does it help get the salesman past the barriers of the outer office, but it performs a lot of work which otherwise he would have to do himself.

Probably the latter function can best be demonstrated by a reference to the double-page ad of the American Woodworking Machinery Company, reproduced herewith.

That ad is addressed to the manufacturer of wooden packages—boxes and barrels. The products advertised are machines which represent considerable investment, and the sale of which



requires a high degree of skilled salesmanship. The box-maker who is interested in new equipment reads it, he follows the arrows and notes the points of construction they mark. Inevitably

objects to using the kind of wire advertised because it hasn't the value of old copper when it comes to the scrap-heap. No doubt the company's salesmen had been spending a good deal of time, answering that same objection over and over again, with prospect after prospect. So the trade-paper is utilized to put a quietus on the objection, as far as may be, with all prospects at once, and save the salesmen's time for arguments more profitable.

So the man who measures the trade-paper's value solely by direct returns, isn't doing justice to

TO REPRODUCE COPPER AND BRASS

The advertising manager of the Kawneer Manufacturing Company of Niles, Mich., places before PRINTERS' INK a problem that has arisen in the presentation of the company's store fronts through catalogues, circulars, etc. The letter states that in the reproduction of copper and brass several means were tried but no idea or plan hit upon that proved satisfactory, although half-tones and zinc etchings had both been used.

This problem PRINTERS' INK turned over to the American Lithographic Company of New York for an expert opinion and believing that it may have arisen in the work of others the information gained from this authoritative source is printed here-with:

A successful solution of your reader's problem depends entirely upon what he wishes to accomplish.

There are several methods that he might use. First, a black half-tone printed over bronze powder of whatever color he wished to reproduce. Second, a zinc line plate printed over bronze powder of any desired color. Third, a half-tone or line plate printed in the bronze of desired shade. Fourth, half-tone printed over a flat tint of color approximating the shade of the desired bronze. Fifth, a halftone printed itself in a shade of ink approximating the bronze desired to be reproduced.

Our recommendation to your client would be to leave the bronzes strictly alone, and print in a half-tone over a tint approximating the desired shade. It is our belief that this would give the most pleasing and satisfactory results.

AD GOLFERS TO MEET AT PINEHURST

Advertising golfers will tee up in what promises to be the greatest tournament the association has ever held at Pinehurst, N. C. Play will begin January 13, and continue on following days up to and including January 20. Eighty two prizes have been offered for the various events during that period, a number excelling all other previous efforts.

ADVERTISING MANAGER OF "G-N"

H. Jenkins becomes advertising manager of the West Disinfecting Company, New York, after January 1. He has been advertising manager of the Cable Piano Company, Chicago.

December 15, 1911

TELEPHONY

4

Another Trouble

of which we've always told by the man new to Copper Clad is that the "stuff" can't be scraped off.

—A week ago we got hold of a business named Bill. Now, Bill was

an old hand, strong man.



Well, don't we know it! — "Company men" who can't be bothered to do any work except to scrap it before it's strong is all to the same, a stock or a bank or a bank barn or the complete disreputable bunch. That's what I mean by "the stuff" can't be scraped off.

But suppose you had to actually scrap some. No. 14 Copper Clad

Acetone had been up ten years and sat on the same pile was some No. 12. Copper also to be scraped off.

The commonest way to do this:

No. 14 Copper for 12.50 per lb.

Per Box 10 lbs. Net Weight

Per Case 50 lbs. Net Weight

Per Drum 100 lbs. Net Weight

Per Drum

"DEALER HELPS" AS VIEWED
BY RETAILER

No. Yakima, Wash., Nov. 28, 1911.
Editor of PRINTERS' INK:

So much has been written lately of the retail dealers' unappreciation of the co-operation offered him by the National Advertisers, that I am writing this in defense of the retail dealer, as I am advertising manager of a retail store.

First, I want to say that in the instances that have come under my observation, the big majority of the advertising helps sent out by the national advertiser are adaptable neither to the retailers' community nor his style of advertising. I have just received to-day a sample of this. It is a three-column ten-inch cut, one-half of which is taken up with a photogravure on so fine a screen that it would not show up on the common news paper, and the other half so filled with words that not one in a hundred would ever stop to read it if run in the daily paper. And then, down at the bottom, is a little mortised space for the dealer to put his name in, so small that it would be impossible to use a type larger than a six-point.

This example is the rule rather than an exception, and while I, for one, would be delighted to use every bit of advertising assistance offered by those men to whom is entrusted the expenditures of large sums of money, I find that it is impossible for me to do so.

I don't know whether other retailers have thought this way about the mat-

ter or not, but it seems to me that what is the best advertising in the world, as appearing in the pages of a national magazine, might prove to be the very poorest when reproduced in the daily paper of a "minor league" town. It lacks that personal touch that I try to put in my copy.

Our store carries quite a number of nationally advertised price-maintained goods, and we carry them for purely selfish motives. We expect to make money on them, but we want it understood always that they are a part of our store—they are supposed to be working for us.

We fully realize how much prestige it gives us to be able to say that we carry — mattress, somebody else's shades, such and such a bookcase, and so on down the line, and we work that prestige for all it's worth. Now, if we were supplied with some good clear cuts and some real live copy that we could have set by our home papers, don't you see how it would work out? The head of the family picks up his favorite magazine, sees a big ad for Ostermoor mattresses, say, and says to himself: "Why, I can go down to C— R— and get one of those. That must be a pretty good store to carry that grade of goods."

Now we (and I think I am speaking for most of the retailers), will be mighty glad to co-operate to the fullest extent with the national advertisers if they will just give us some cuts and copy that will allow us to advertise ourselves at the same time we are advertising their products.

JOE H. FORMAN.



SERVICE

The kind that SERVES
the ADVERTISER

Greene, Farrington, Deviney Co.
The Service Agency of New England
530 Atlantic Avenue :: BOSTON, MASS.



THE GROWING APPEAL OF THE CATALOGUE "DE LUXE"

BUT THERE IS A "TUG OF WAR" BEHIND THE SCENES WHEN IT IS IN THE MAKING—GETTING THE TOUCH OF DISTINCTION THAT ADDS SELLING POWER

*By William W. Hudson,
Advertising Manager of the Waverley
Co. (Electric Cars), Indianapolis.*

Experience has shown that artistic and expensive catalogues do exercise an appreciable influence on the minds of possible customers. This is instanced by catalogues of electric cars whose devotees are women. Automobile dealers everywhere recognize this influence and are affected by it. These men are on the firing line and in a position to know what influences their customers. If they say catalogues, or if their choice of a car seems to be influenced by catalogues, the manufacturer will see to it that his catalogues are of a kind that will make the needed impression.

If, then, it is accepted that the costly and beautiful catalogue has selling value the next question of interest is how to produce one? There is an easy answer to this question, one that will immediately occur to nine advertising managers out of ten and the nine will probably act on it. Make a liberal appropriation and turn it over to a catalogue house to expend. The publisher will do the rest.

The arguments in favor of this course are many and not without weight. The skill and experience of professional catalogue printers are very considerable and the catalogues they turn out are often a credit to the printing art. They have all the essential qualities for good catalogue designing save one, and that is individuality. They are good examples of printing and engraving art, but they reflect the ideas of the printer and engraver and not those of the manufacturer.

There is usually one type of catalogue per season for each

catalogue publisher. The other catalogues printed the same year by that house are varieties or modifications of this type.

It is a singular fact, moreover, that manufacturers are often better pleased with a catalogue that just misses being a replica of one of their closest competitor's booklets than with one that is built on wholly original lines. This makes for a certain monotony of impression.

If the advertising manager has the courage to resist the arguments of the professional catalogue builders and the intelligence to prepare a design of his own, he will find his troubles just begun.

His first course will naturally be to employ an artist, for it takes time to produce the illustrations he will require. Now an artist is generally a man of ideas plus temperament and the temperament is often difficult to deal with. The artist's first impulse will naturally be to find fault with the advertising manager's design, and he will present reasons of high æsthetic import why the whole design should be incontinently thrown into the waste basket.

Some tact, patience and a good deal of firmness will be needed by the advertiser to carry him through this preliminary struggle with his illustrator. If he is a man of open mind and discriminating judgment his original plans will come out of the struggle modified in some particulars, and the same thing will happen again when he comes to deal with the engraver and the printer, so that the final product will be to some extent a composite of his own ideas and those of several minds besides his own that have been engaged upon the work.

If the advertiser knows the effect he wants to produce, however, the important features of his plan will not be changed or seriously modified by printers' rules or the purely personal feelings of his artist. Good sound æsthetic reasoning should always influence him, but not the whims of another's personal taste.

In designing this year's Waverley catalogue the first aim was to

make it individual, the expression of an idea peculiar to this electric automobile that could not easily be used by another manufacturer. The Waverley name readily supplied the idea, and the romantic associations of the novels of Sir Walter Scott furnished the scheme of treatment.

Meaning to use expensive color work, considerations of cost led the writer to design first a book, nine by twelve inches in size, with cuts of the different models at the bottom of the pages, the margins to be occupied by drawings of characters from the Waverley novels. The dummy being smaller than that of the previous year, it was promptly rejected by the management with instructions to prepare another two inches longer.

Having a page design that suited me, the problem was to increase its height without adding to its width. That suggested the use of a frieze running across each two pages with a scene from the novels or procession of Waverley characters like that of the Canterbury pilgrims. This involved numerous difficulties, since the frieze must have sufficient carrying power to stand repetition and only a first-rate artist could do the work.

Our plan of advertising for the year included a number of three-color pages on the covers of various magazines and I had been in correspondence with a few artists of national reputation respecting the drawings for these. Two drawings were decided upon, one of which could be reproduced on the front cover of the catalogue and the other used as a center spread. To harmonize with the design of the catalogue the subjects must represent scenes associated with Sir Walter Scott and the grounds of the Abbotsford estate were chosen.

The use of a three-color drawing on the catalogue cover was open to criticism as being too decorative, hence an outside jacket was designed and on this the treatment was to be severely simple, with some purely architectural feature from Abbotsford as the motive. The plan was then

Speaking of the AMERICAN MAGAZINE:

The contents of the
American Magazine
are an index of the
minds of its readers.

ADVERTISING DIRECTOR

EDITORIAL BULLETIN



Abe Martin's views "On Wives
O' Great Men" by Kin Hubbard
in the January American

complete and a dummy was made up and approved by the management before an artist was called in.

The artist selected proved to be unusually well qualified for the work. He was an experienced book illustrator, clever in his handling of line and with exceptional gifts as a colorist. He possessed, moreover, an instinctive sense of advertising values that made his suggestions useful in different ways.

The problems connected with



THE WAVERLEY NAME

No source of ancient or modern times surpasses in interest the marvellous development of mechanical means of travel in the last two years.

The first leaders of Waverley Electrics were pioneers in this great field—men who, in their day, were among the first to discern opportunities in the manufacture and use of Waverley bicyclette and automobile batteries in the United States. In their efforts to bring about the use of electric power in the early days of the automobile, they were the first to make the improvements that led to the final perfection of the Silent Waverley Electric.

Men of this type, pioneers of constructive achievement, are not infrequently readers in their other interests of romantic fiction. Such was the case with one of the founders of that great bicyclette and automobile business in London, Mr. Scott. In the course of his reading he came across a book which he was connected a not unusual association discussed his thoughts to the Waverley Novels of which he was an admiring reader.

Mr. Scott, in his memoirs of his life, says of this time: "I began to give the grave and solemn deliberation which matters of importance demand from the prudent. I have," he adds, "like a maiden knight with his white shield unspotted by any blemish, Waverley, an invincible name."

This title, however, may be taken to-day as the motto of the modern symbol of electricity. It means to give to a car that is not only the eye of genius but is itself a gourmet. No blues of horn or bumble of cylinder explosions appear in company.

The Waverley name carries with it a sense of romance and adventure which leaves no man unmoved and envious. A few of these will be found depicted in the decoration of this booklet. Thus the figure in profile, seated on the outside cover is taken from similar figures occupying niches on either side of the entrance at Abbotsford, the Abbotsford gate. The flowers are picked from the shrubs in the garden. The other rare scenes of many of the pages represent the tournaments in Yorke, the original drawings are from sketches of various Waverley characters, while the illustrations on the two corner pages show a Silent Waverley Electric on the Abbotsford terrace.

The Waverley name carries with it, besides, certain obligations of absolute oblige that are happily fulfilled in the structure and performance of the Silent Waverley Electric. This was taken from the mechanical instrument of the same name in the collection of the Royal Society of Engineers.

The perfect six years ago of the Waverley High Efficiency Shaft Drive, the gradual development of fast electric travel giving increased speed and economy, and the introduction last year of two new storage batteries of increased capacity and life and capacity, all these features of the new are three major influences in the achievement of the perfect electric carriage.

The essentials of travel and suburban travel—speed and mileage, comfort and convenience, elegance and distinction—are today all found in the Silent Waverley Electric. It remained for the present year to introduce a radical improvement in design.

The treatment of the other decorative features was more or less successful just in the proportion that they interested the artist. The artistic temperament is a thing not easily reckoned with. If the idea you ask him to illustrate is sufficiently pictorial he will represent it after a fashion even if he does not wholly approve of it; but his best work is secured only when you succeed in inspiring him with something like enthusiasm for the task you have given him.

THE PRINTER AND ENGRAVER VALUABLE AIDS



Much the same thing is true of the engraver, the compositor and the printer. A piece of work that calls for some skill in the handling excites their interest and enlists the best efforts they are capable of. So, as a rule, it is possible to secure the enthusiastic co-operation of the practical men in the printing trades if the work given them is of sufficiently high grade, and when that is secured they will often furnish valuable suggestions which even the artist may heed.

Only after the art work is fairly under way will the catalogue builder find much time for the preparation of copy. In an electric automobile catalogue the writer must have in mind two very different classes of purchasers—women who use electrics and dealers who sell them. For the dealer, the mechanical specifications cannot be too full and detailed. For the woman prospect, it is essential that the book shall be readable and not too dull.

The result is, of course, a compromise not unlike that which loads your page with black and

A PAGE FROM A HIGHLY ORNATE CATALOGUE

the frieze first enlisted his attention and effort. The successful treatment of this proved his capacity and made certain the success of the booklet from the aesthetic point of view. The subject was suggested by a tiny tail piece in the Abbotsford edition of Scott. The drawing itself was treated with an originality of handling and the details were studied with a faithfulness to the historic setting of the medieval tournament that deserve all praise.

heavy cuts combined with more or less elaborate decoration. The cuts which depict the cars conflict to some extent with the decorative features and the mechanical details are apt to overload your narrative. The dilemma seems to be a necessary part of the work you are doing and must be frankly dealt with. It is a part indeed of the larger dilemma in which all advertising work is involved.

To be frank with the reader, I find it difficult to justify the automobile catalogue, as it exists to-day, by any process of reasoning or to square it with aesthetic principles on my own theories of salesmanship. That an automobile company should spend fifty cents to a dollar each for catalogues which it gives away by the tens of thousands seems neither rational nor sensible in the abstract.

COMPETITION AND THE AUTO CATALOGUE

The keen competition in the automobile trade for successful dealers is the explanation, we can hardly say the justification, of the modern automobile catalogue.

If it can be shown that a handsome catalogue influences the high-grade dealer to sign a year's contract with the company issuing it the catalogue is justified from the manufacturer's standpoint; but how shall we explain the influence of printed art and costly illustration on the mind of the otherwise sensible and hard-headed person who represents the manufacturers in the principal cities?

A partial explanation of the influence may be found in the growing love of beauty and luxury among business men, not for their own sake so much as for their supposed influence on the minds of their customers. The sumptuous hotel, the palatial bank building, the richly furnished office, the expensive show window are all examples of the increasing business use of art and luxury in attracting and holding customers.

The firm or corporation that



Circulation Going Up

Newsstand Sales Doubling!

Watch Judge

Over 111,000 Copies

**Advertising Rate,
50c a Line**

Allan C. Hoffman, Advertising Manager
225 Fifth Avenue, New York

C. B. Nichols, Western Manager
Marquette Building, Chicago

spends good money in this way for the purely decorative features of its environment is regarded as progressive, wide awake, up-to-date. The representative of such a firm or corporation has easier access to the well-to-do or spending classes than the representative of a more conservative house.

On this theory the automobile catalogue of the present day may be regarded as a part of the salesman's credentials. The more costly the catalogue the more liberal the company that distributes it, runs the argument; hence the more liberal the treatment a customer may expect to receive from it.

This is not all, however. There is a psychological influence of art on the minds of the least imaginative and, apparently, most unappreciative people that is hard to explain. Love of pictures, especially bright-colored pictures, is one of the earliest signs of intelligence in the child. The instinct remains throughout life, though often dormant or atrophied through absorption in other matters.

It is the same instinct, no doubt, that makes the customer an easier mark for the salesman of agreeable manners and pleasing address than for the man who is awkward and ill at ease. If you can clothe your story in interesting and picturesque language it will influence more people than if you tell it in a bald and monotonous manner. So the booklet that appears in handsome dress with attractive illustrations is more effective than a poorly printed brochure cheaply illustrated.

Few automobile dealers would reason this out for themselves, yet enough of them feel the influence of printing and pictorial art and act on its promptings to justify the expensive catalogue when brought to the touchstone of results, and it is results that count.

H. B. Zabriskie, for more than two years past New England representative of the Harper publications, has been appointed advertising manager of *Forest and Stream*, New York.

GUARANTEE FIGURES IN "TRUST BUSTING" CASE

The Federal Government has filed suit against the Keystone Watch Case Company, of Philadelphia, alleging that it is an unlawful combination in violation of the Sherman Anti-Trust act. The Government charges that the company now "manufactures and sells 30 per cent of all watch cases manufactured and sold in the United States." The bill in equity also charges:

"Defendants have also urged its competitors to sell their plants and businesses to the Keystone Company, threatening them with destruction should they refuse to do so, and have declared their intention of acquiring the remainder of the trade and commerce in watch cases, and have asserted that they would spend \$1,000,000, if necessary, to drive some of the larger of its competitors out of business, and that defendants would hang crepe on the doors of such competitors' factories."

The Government charges the company not only with dealing unfairly with competitors, but with deceiving the public. It alleges the company put on the market certain inferior grade watch cases, labelled to suit the purchasers, with long term guarantees, in order to compel other manufacturers to compete with falsely labelled cases.

THE REVERSE HYPERBOLE

"TOYS AND NOVELTIES."

St. LOUIS, Dec. 16, 1911.

Editor of PRINTERS' INK:

In this age of superlatives and hyperbole an ad in your issue of December 14 appears to be a remarkable instance of backsiding. The catch-line says,

"We spend \$4,025,000 every year for toys."

The inference is that the American people spend that "vast" amount annually for toys, and if that inference is intended it is far from true. According to Government statistics the imports (only) of toys for the first ten months of 1911 amount to \$7,218,965. The remaining two months are expected to bring this total up to \$9,000,000. The 35 per cent duty on these toys amounts to \$3,150,000. Heavy freight charges, and a fair profit to wholesaler and retailer in America, amounts to about \$8,000,000.

Thus Americans will spend in 1911 about \$20,150,000 for imported toys alone. Figures are not available to show the total toy and plaything production in American factories, but a conservative estimate by experts places this figure at about \$12,000,000, making a conservative total amount spent this year for toys in the United States \$32,150,000.

H. G. BLODGETT, Associate Editor.

The *Black Diamond*, the coal trade journal, has been led to open a Philadelphia office in order to keep in touch with an expected strike of anthracite workers in the spring of 1912, when the wage scale agreement made in 1902 expires.

VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR
DECEMBER (MONTHLIES)

| | General and Class Adv. | Live Stock Adv. | Total. |
|------------------------------|---------------------------|--------------------|--------|
| Southern Planter | | | 23,842 |
| Better Fruit | | | 21,700 |
| Successful Farming | | | 12,818 |
| Farm Journal | 11,394 | 43 | 11,742 |
| Missouri Valley Farmer | | | 11,437 |
| The Farmer's Wife | | | 9,897 |
| Agricultural Epitomist | | | 6,569 |

Dec. 1-14. (SEMI-MONTHLIES)

| | | | |
|-----------------------------|--------|-------|--------|
| Dakota Farmer | | | 14,865 |
| Farm and Home | | | 14,321 |
| Farm, Stock and Home | | | 13,718 |
| Prairie Farmer | 10,472 | 567 | 11,039 |
| Nebraska Farm Journal | 7,127 | 615 | 7,742 |
| Oklahoma Farm Journal | | | 7,158 |

Dec. 15-31.

| | | | |
|-----------------------------|-------|-------|--------|
| Dakota Farmer | | | 12,624 |
| Farm and Home | | | 12,130 |
| Farm, Stock and Home | | | 11,760 |
| Prairie Farmer | 8,884 | 462 | 9,346 |
| Oklahoma Farm Journal | | | 5,588 |
| Nebraska Farm Journal | 4,915 | 458 | 5,373 |

VOLUME OF ADVERTISING IN LEADING FARM WEEKLIES FOR
NOVEMBER

(Exclusive of Publishers' Own Advertising.)

Nov. 1-7.

| | General and Class Adv. | Live Stock Adv. | Total. |
|------------------------------------|---------------------------|--------------------|--------|
| Iowa Homestead | 10,463 | 8,138 | 18,601 |
| Farmers Mail and Breeze | 11,488 | 4,125 | 15,613 |
| Hoard's Dairyman | | | 14,924 |
| Northwestern Agriculturist | 14,133 | 266 | 14,399 |
| The Farmer | | | 14,175 |
| Farmer and Stockman | 6,384 | 3,577 | 9,961 |
| National Stockman and Farmer | | | 9,436 |
| Orange Judd Farmer | | | 9,399 |
| Ohio Farmer | 7,910 | 728 | 8,638 |

Copy-Writer and Salesman

I have been with one of the most progressive and successful advertisers in the country 15 years. His product is known and sold nationally.

My first position was manager of the correspondence department, second—manager of the accounting department, third—sales manager and fourth—advertising manager and general manager.

During my seven years as advertising manager, I planned the campaigns, wrote much of the copy used, attended to all the details—and loved the work.

Believing my talent is advertising, I want to write and sell it for some agency who wants a man's whole heart, energy and time in the work.

Address W. A. J., Care PRINTERS' INK

| | General and Class Adv. | Live Stock Adv. | Total. |
|------------------------------------|---------------------------|--------------------|--------|
| Michigan Farmer | 7,847 | 714 | 8,561 |
| Indiana Farmer | | | 7,996 |
| Nebraska Farmer | 4,511 | 8,466 | 7,977 |
| Wisconsin Farmer | 6,779 | 1,137 | 7,916 |
| American Agriculturist | | | 7,378 |
| New England Homestead | | | 7,304 |
| The Farmer's Review | | | 6,575 |
| Farmer and Breeder | 3,611 | 2,585 | 6,146 |
| Northwest Farmstead | | | 5,649 |
| Wallaces' Farmer | 758 | 345 | 1,108 |
| Nov. 8-14. | | | |
| Farmers Mail and Breeze | 18,504 | 4,125 | 18,559 |
| Iowa Homestead | 9,881 | 5,951 | 15,832 |
| The Farmer | | | 12,330 |
| Hoard's Dairymen | | | 12,194 |
| Orange Judd Farmer | | | 9,367 |
| Indiana Farmer | | | 8,456 |
| Farmer and Stockman | 5,730 | 2,849 | 8,579 |
| Nebraska Farmer | 5,949 | 2,440 | 8,389 |
| Ohio Farmer | 7,880 | 770 | 8,050 |
| American Agriculturist | | | 7,405 |
| Michigan Farmer | 6,468 | 693 | 7,161 |
| National Stockman and Farmer | | | 7,042 |
| Wisconsin Farmer | 5,888 | 1,050 | 6,938 |
| Northwestern Agriculturist | 6,634 | 98 | 6,732 |
| Farmer and Breeder | 4,347 | 2,963 | 6,610 |
| New England Homestead | | | 6,173 |
| Northwest Farmstead | | | 5,849 |
| The Farmer's Review | | | 5,625 |
| Wallaces' Farmer | 725 | 328 | 1,053 |
| Nov. 15-21. | | | |
| Iowa Homestead | 9,350 | 5,654 | 15,004 |
| Farmers Mail and Breeze | 11,782 | 2,092 | 13,874 |
| Hoard's Dairymen | | | 13,377 |
| Northwest Farmstead | | | 10,863 |
| Ohio Farmer | | | 9,898 |
| Orange Judd Farmer | | | 9,392 |
| The Farmer | | | 9,380 |
| National Stockman and Farmer | | | 9,030 |
| Michigan Farmer | 7,826 | 714 | 8,540 |
| Farmer and Stockman | 5,791 | 2,459 | 8,250 |
| Indiana Farmer | | | 7,980 |
| Northwestern Agriculturist | 6,831 | 462 | 7,393 |
| Wisconsin Farmer | 5,963 | 1,103 | 7,066 |
| Nebraska Farmer | 5,207 | 1,792 | 6,999 |
| American Agriculturist | | | 6,860 |
| New England Homestead | | | 6,196 |
| The Farmer's Review | | | 5,978 |
| Farmer and Breeder | | | 5,393 |
| Wallaces' Farmer | 705 | 317 | 1,028 |
| Nov. 22-28. | | | |
| Iowa Homestead | 8,947 | 5,262 | 14,209 |
| Farmers Mail and Breeze | 11,625 | 2,029 | 13,654 |
| Hoard's Dairymen | | | 11,737 |
| The Farmer | | | 9,810 |
| Farmer and Stockman | 5,679 | 2,373 | 8,052 |
| Orange Judd Farmer | | | 8,045 |
| Indiana Farmer | | | 7,100 |
| Ohio Farmer | 6,288 | 784 | 7,022 |
| National Stockman and Farmer | | | 6,818 |
| Wisconsin Farmer | 5,459 | 1,341 | 6,800 |
| American Agriculturist | | | 6,588 |
| Michigan Farmer | 5,159 | 721 | 5,880 |
| Northwestern Agriculturist | 5,587 | 210 | 5,797 |
| New England Homestead | | | 5,655 |
| Nebraska Farmer | 4,583 | 970 | 5,553 |
| Northwest Farmstead | | | 4,919 |
| Farmer and Breeder | 2,564 | 1,675 | 4,139 |
| The Farmer's Review | | | 4,066 |
| Wallaces' Farmer | 620 | 270 | 890 |
| Nov. 29-Dec. | | | |
| Iowa Homestead | 7,349 | 6,013 | 13,362 |
| National Stockman and Farmer | | | 7,420 |
| Farmer and Stockman | 4,710 | 2,121 | 6,831 |
| Wisconsin Farmer | 5,336 | 1,124 | 6,460 |
| Farmer and Breeder | 2,481 | 2,390 | 4,871 |
| Nebraska Farmer | 3,606 | 902 | 4,508 |

**Recent Decisions of Interest
to Advertisers**

Where Title is Reserved but Goods Pass into Hands of Others.—If title to goods is reserved until full payment is made, is this void as to a person obtaining possession but not claiming as subsequent purchaser without notice, or as to purchaser or incumbrancer in good faith? In Rock Island Plow Co. vs. Western Implement Co. (182 N. W., 261) it is held that the clause is not void in such cases.

"Blurred Illustrations" not Substantial Performance.—In a New York Supreme Court case where an order for advertising catalogues was given and the catalogues were delivered with the illustrations badly blurred, it was held that the principle of "substantial performance" had no application to the case—that such delivery was not substantial performance.

Using Imitation of Telegraph Envelope for Advertising Purposes.—A recent Rhode Island case brought up the question of whether or not the printing of envelopes similar to the envelopes used by the Postal Telegraph Company and using them in advertising schemes was actually injurious to the telegraph company and to entitle it to damages. It was held that the use of the envelopes was mimicry rather than deceptive imitation and that actual injury entitling to damages was not shown.

No Unfair Competition Unless Goods are Known.—The Court in the case of Rathbone, Sard & Co. vs. Champion Steel Range Co. sets forth the principle that an unpatented article must be actually known to the public before the copying of the design by another manufacturer can be held as deceptive and as unfair competition, provided the manufacturer who follows the design does his legal duty in distinguishing his product from the product of the other manufacturer. If the deception of buyers is not the natural result, the case is not made out, and there can be no deception of buyers unless the original design has been made known to prospective buyers. The decision affords a strong argument for the advertised article.

Injunction May Include Any Mark Likely to Deceive.—In Capewell Horse Nail Co. vs. Green (U. S. C. C. A., N. Y. 1911): held that a writ of injunction to enjoin use of a design that infringed on plaintiff's may also enjoin defendant against using any other design so similar to plaintiff's as to be likely to deceive.

Carl H. Smith, formerly with the Lewis Publishing Company's Chicago office and recently with the Radford publications, has become advertising manager of the Janesville, Wis., *Recorder*.

Some of the hundreds of Leading Advertisers who use

Agricultural Epitomist

Woonsocket Rubber Co.
Imperial Automobile Co.
Hudson Automobile Co.
Michigan Stove Works.
DeLaval Cream Separator Co.
Empire Cream Separator Co.
Parke-Davis & Co.
National Biscuit Co., Uneeda.
Stromberg-Carlson Co.
Walter Baker & Co.
Crofts & Reed.
International Harvester Co.
American Steel & Wire Co.
International Stock Food Co.
Thiery Piano Co.
Wm. Galloway.
Chicago House Wrecking Co.
Standard Oil Co.
Fairbanks-Morse & Co.
Cutaway Harrow Co.
Coca-Cola Co.
Postum-Cereal Co.
Kellogg's Toasted Corn Flakes.
Kalamazoo Stove Co.
Harmon Supply Co.
Never-Fail Co.
Adler Mfg. Pianos.
Overland Automobile Co.
Hupp Automobile Co.
Maxwell-Briscoe Automobile Co.

No Medical or objectionable advertising accepted.

200,000 paid in advance circulation each issue guaranteed. P. O. receipts or any kind of proof furnished on request.

Chicago Office:
C. A. TAYLOR, 1156 First Nat. Bank Bldg.

New York Office:
PAYNE & YOUNG, 34 W. 33d St.

Hearty Support for The "Printers' Ink" Statute

A Recent Chicago Case—Ad Clubs Getting Ready to Act

Orva G. Williams, chairman of the board of directors of the Associated Advertising Clubs, writes from Chicago:

The elimination of dishonest and misleading printed advertisements is as much a violation of the law as many other crimes for which laws have been on our statute books for many years past, and we are glad to see that PRINTERS' INK is alive to what is perhaps the leading issue to-day among the great advertisers and the millions of people who are influenced by advertising.

It has been left to the windy city to be the first to take cognizance of dishonest newspaper advertising, as you will note from the enclosed articles clipped from the Chicago *Daily News*, of December 9, that Judge Landis of the United States District Court is about to make an example of one of these dishonest advertisers.

I am heartily in sympathy with your efforts, and with the wide circulation of PRINTERS' INK naught but good can come from your efforts, and the cause of advertising in general be greatly benefited.

ORVA G. WILLIAMS.

The case to which Mr. Williams refers was that of one Louis Vehon, proprietor of a chain of clothing stores, who advertised a sale of goods which he claimed had been purchased from the United Woolen Mills Company, a bankrupt concern. Petition was filed in the United States District Court by the attorney for the Central Trust Company, receivers for the United Woolen Mills Company, to restrain Vehon from proceeding with the sale, since he had purchased no goods from the bankrupt concern as he advertised. Judge Landis issued a restraining order, and cited Vehon to appear in court and show cause why he should not be punished for contempt. Vehon convinced the court that he had removed all signs pertaining to the sale of stock of the United Woolen Mills Company, and had withdrawn the advertising from the newspapers, whereupon he was permitted to reopen his store

which had been closed by the restraining order. The hearing on the contempt charge was continued to December 26.

This case simply serves to emphasize the need of some statute such as PRINTERS' INK recommends. It was possible to stop this particular advertiser because the United Woolen Mills Company was under the protection of the United States Court, being in the hands of a receiver appointed by the Court, and Vehon's act in fraudulently advertising a sale of the company's goods was an act of contempt. The Court took cognizance of the matter because it was an act affecting the authority of the Court. In other words, the standpoint of the *public* which might be misled by the fake advertising was not considered, but simply the standpoint of the *concern* whose interests would be injured by the fraud.

If Vehon had showed more circumspection in picking out the concern whose stock he was to advertise, he would not have met with a restraining order from the United States Court because he would not have strayed into its jurisdiction, and there would have been no redress in the state courts unless someone could show that he had been materially swindled, and thus get Mr. Vehon for obtaining money under false pretenses. By that time the harm would have been done, for the sale would have taken place, and the fraudulent advertising allowed to run unmolested.

Under the PRINTERS' INK statute, however, the false advertising *per se* could be made a ground for action, and there would be no necessity to wait until somebody had been swindled by acts which could be proved fraudulent.

Among the ad clubs, the project is meeting with continued en-

thusiasm, and reports of real progress are received almost daily. The following from the Omaha Ad Club shows that something is to be looked for from Nebraska:

I am authorized by the Executive Committee of the Omaha Ad Club to say that the club endorses your efforts and model law as submitted by you on the remedy for dishonest advertising, and to say that as soon as the Legislature of Nebraska meets, the Ad Club with its usual live committees will make a strenuous effort to have the law passed, which we feel sure will be done if presented in the right light to the members of the Legislature.

Your efforts in behalf of honest advertising are greatly appreciated by the Omaha Ad Club, and they wish to extend to you their thanks for your efforts, and they are with you in any movement of the kind you make.

HENRY R. GERING,
President, Omaha Ad Club.

Unanimous approval, in fact, seems to be the order of the day, so far as the ad clubs are concerned. The secretary of the Scranton Club adds one more to the list, with the promise of support:

This matter was taken up at our last meeting and received the unanimous approval of the club.

Any movement toward the suppression of dishonest advertising is in accord with the sentiment of this club, and your very comprehensive plan certainly has our endorsement.

G. A. RICKERT,
Secretary, Scranton Advertising Club.

President Giles, of the Salt Lake Ad Club, speaks of the indifference which has hampered the work of the club in the past. This is by no means an unusual experience, but all signs point to the fact that the time is nearly at an end when indifference can be of any effect. With a live law on the statute books, and a live committee in the ad club to apply it, indifference will be powerless to stop the wheels of progress. When men like Mr. Giles pledge their personal assistance, things must happen:

I want to indorse most heartily the work you are doing for the elimination of dishonest advertising. For the past five years I have given this subject considerable study and have been able to accomplish results in a small way at least, in spite of the obstacles that have been presented. I believe the time has come when the advertising world owes to itself the duty of eliminating everything that savors even in the slightest



Room In Cramped Quarters

If there be any spare room in a busy publication office, it is the visitor, and not the copywriter who occupies it.

If the lay-out of the office is such that you cannot afford to give the advertising man playground for his imagination, let him at least have a

Globe-Wernicke Filing Cabinet

so close at hand that a turn of his swivel chair puts him next to the information he needs.

There is just as much need of filing efficiency in the Advertising Department as there is in the Purchasing Department—our unit equipment in Wood and Steel fits both.

Globe-Wernicke Filing Equipment can be seen at any of the following branch stores, or purchased through our 1500 agencies.

Descriptive literature mailed on request.
Simply address: Dept. P. K. 810.

The **Globe-Wernicke Co.**

Cincinnati

2

Branch Stores:

| | | |
|--------------|---|-------------------------|
| New York | - | 880-882 Broadway |
| Philadelphia | - | 1012-1014 Chestnut St. |
| Chicago | - | 231-235 So. Wabash Ave. |
| Boston | - | 91-93 Federal St. |
| Washington | - | 1218-1220 F St., N. W. |
| Cincinnati | - | 128-134 E. Fourth St. |

PRINTERS' INK

degree of dishonesty or misrepresentation.

Locally our advertising club has accomplished remarkable results. At the same time we have been greatly hampered by the indifference of many who should take an active part in the work, and also by the fact that legislation on this subject has been badly neglected.

If there is anything that I can do at any time either as an individual or as president of the Salt Lake Ad Club to assist in the good work you are doing, please command me.

JOHN D. GILES,
President, Salt Lake Ad Club.

Denver comes forward with a bit of history which is added evidence that it is not too early to hope for action. The men who went to the Boston Convention with a similar plan in mind can be counted upon to use their efforts, in their own state at least, to get it adopted without useless delay:

One cannot refrain from endorsing your plan as being the most practical solution of the most important problem which confronts advertising men everywhere.

The Denver delegation to the Boston Convention was asked to suggest to the national convention that a uniform law relative to fraudulent advertising be drafted by a special committee appointed by the convention. And that this law be submitted to the advertising clubs throughout the country with the recommendation that they each ask their respective state legislatures to put this proposed law on the statute books.

The object of this was, of course, to make the various state laws relative to fraudulent advertising as nearly uniform as possible. Of course those states which have already passed similar laws would probably not make any change in their statutes.

However, the resolution committee did not act favorably on the suggestion of the Denver Club, and the Denver delegation did not deem it wise to carry the matter to the floor of the convention.

The first part of your plan goes us one better and suggests a practical method of making the laws relative to fraudulent advertising effective.

When your ideas relative to the remedy for dishonest advertising are put into action all over the country, the greatest problem now confronting the advertiser will be solved. Dishonesty in advertising will become the exception rather than the rule, and the confidence of the public will be very greatly increased.

Space will be worth more to the advertiser and will bring greater revenue to the various media.

P. D. WHITAKER,
Secretary-Treasurer,
The Advertising Club of Denver.

The president of the Manufacturers' Publicity Association

of Pittsburgh, members of the A. A. C. of A., speaks with the added authority of his position with the H. J. Heinz Company.

I heartily approve of the proposed plan for the elimination of dishonest advertising, as outlined in the articles in PRINTERS' INK.

When we formed the Manufacturers' Publicity Association in Pittsburgh one of our principal objects was to fight fraudulent advertising and, during the past two years, very few fake advertisers have approached our members.

COLVER GORDON,
Pres., Manufacturers' Pub. Asso.,
Pittsburgh, Pa.

Russell Doubleday, of Doubleday, Page & Co., asks to be counted "among those present," and endorses the plan of enforcement without qualification.

It seems to me that the plan proposed by PRINTERS' INK is not only of tremendous importance by reason of the incentive it will give everyone who has any connection with the advertising business to watch out for dishonest methods, but it also suggests a very practical way of doing away with the evil. It seems to me that your plan of making a grievance committee the means of punishing a dishonest advertiser is a most practical one and I am sure that it will work. There is no doubt that every right thinking advertising man will do everything he can to support you in this good work. Please count me as among those present.

Let me add the hearty thanks of the advertising department for this fine, constructive work.

RUSSELL DOUBLEDAY,
Advertising Manager,
Doubleday, Page & Co.

DECKLE EDGES

SHERBROOKE BOARD OF TRADE.
SHERBROOKE, QUE., Dec. 8, 1911.

Editor of PRINTERS' INK:

Last spring our publicity committee, in looking for a good medium to advertise our city, selected among others a certain well-known American publication which I recommend very strongly, and which at that time had rough edges. This magazine, which circulates among the very people we wished to reach in the United States, has a comparatively small circulation in this country, and on submitting the number containing our first advertisement, a prominent business man, the head of one of our most important industries, raised strong objections to this "rough edge" feature. He contended that no busy man was going to sit down and pick apart the pages of a magazine to find our advertisement. Our replies showed a decided increase after the magazine was issued with trimmed edges.

I believe this is a matter which should receive careful consideration from our friends, the publishers.

CHARLES E. BRADFORD,
Secretary-Treasurer.

SUCCESSFUL FARMING

500,000

Guaranteed



QUALITY CIRCULATION

A very large percentage of our old subscribers are sending us renewals of their subscriptions for two, three and five years.

They must like Successful Farming.

The places of those who do not renew are filled up by other farmers whose subscriptions are sent in by our old subscribers when they send us their own renewals.

They recommend Successful Farming to their friends.

Aside from renewals from old subscribers and subscriptions sent in by old subscribers, we solicit subscriptions from farmers who have bought buggies or farm implements or seeds or incubators or similar things because they saw them advertised in farm papers.

These are valuable additions to our subscription list.

These are paid subscriptions—paid for by the person whose name appears on the list. We will match their buying power thousand for thousand against the buying power of the subscribers of any publication of general circulation in the United States.

We can recommend that kind of a subscription list to advertisers.

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher DES MOINES, IOWA

P. S. Our receipts for individual subscriptions during the month of November, 1911, were nearly 40% greater than our subscription receipts during the month of November, 1910.

UNITED CIGAR STORES, THEIR PRACTICES AND POLICIES

(Continued from page 8)

on. Many concerns have been put out of business by the revenue officers.

The value of banding to the manufacturer is beyond question, since it identifies his goods and assures him of whatever good will belongs to him. A single experience of our own shows this plainly. A certain unbanded cigar was a failure. We put on a band and made it a great success.

Some of our patrons who buy our cigars by the box, and some of our clerks who like to sell them that way, sometimes feel that the United is wrong in its policy of one price for a cigar, single or in quantity. The man who buys in quantity feels he ought to get a special quantity price, and perhaps thinks that we are taking advantage of him, and that our boasted service breaks down under the test.

As a matter of fact, that very one-price is a vindication of the service. The saving which the purchaser of a box would have effected is spread over the whole brand, and every smoker gets his share of it. And, as the man who buys two or three cigars at a time outnumbers the purchaser by the box fifty to one, it is not only justice but good business.

Thus, in a large number of instances, the usual selling practice is the opposite of sound business and will not bear examination. The correction of just a few of these little errors in a business might be enough to change failure into success. It pays to take a lot of trouble where a customer is concerned.

One of our patrons, for instance, wrote us one day that he liked a certain brand of cigar but did not like the shape in which it was sold. He wanted to know if it were not possible to make it more in the shape of the panettella. This was the request of just one man out of millions of our patrons, but we did not consider that it was too trivial for us to consider. We

had the cigar made up in the desired shape and notified our correspondent when and where he could obtain it. The effect of that action on the customer is not the only thing to be considered; there was the effect on the clerks and on the office.

Like all other retail merchants, we have seasonal problems to meet. During the holiday season, for instance, our stores would be jammed during the last few days and we would miss many sales as well as afford an imperfect service, if we did not take some means to spread the interest over two or three weeks instead of allowing it to be concentrated on the last days. So we anticipate the Christmas rush by making unusual offers. We do not cut prices, but include other things in the price.

Take the result of this for just one day, Saturday, December 11, last. On that day we did a record business in our thousand or so stores of \$410,759, an increase of twenty-three per cent over the same day last year. That is an increase of \$125 in business for each store over last year.

The biggest business done by any store was \$11,667—by a store in New York City. The largest individual sale was \$2,300, made by a salesman in the store at the head of Wall street on Broadway, New York.

January and February are poor months for selling cigars. Smokers do not enjoy smoking out of doors then so much as in other months. They are also loaded up with cigars after Christmas. So we have to resort to schemes to keep up the average.

Last January, for example, to every purchaser of a pipe we gave one-half the amount of his purchase in anything in the shop. Another time, we ran a pipe cleanup sale, which was very effective.

The special sales give us an opportunity to put news value into our advertising. Ordinarily the advertising has to be in the nature of a daily reminder—our name, shield, trade-mark and a few words in plain type, made to stick out from the page by the use

of plenty of white space. When we have news to tell, we use more words.

We believe the principles on which the United Cigar Stores are conducted are bound to prevail and, consequently, that business conducted on any other basis will have to reform or go out of existence. But we are very far from being a monopoly, fast as our chain is growing. There are 12,000 retail cigar stores in New York City and we have only 300 of them, and though we do a very large proportionate share of the business, it is still only twenty-five or thirty per cent of the whole. Outside of New York, of course, our share of the total business is very much less.

Moreover, (and this is worth while considering), our methods have lifted the retail cigar business all along the line. When we began, our methods were revolutionary. To-day, it is possible to find a great many independent stores, which, perhaps, are just as attractive as ours. The whole tone is higher. You will often notice ladies accompany their husbands into our cigar stores. That was an unheard of thing in the old days, and the change is something we take credit for.

WEINMAN TALKS OF RETAILER

George Weinman, sales and advertising manager of Lord & Taylor, New York, at the December 19 luncheon of the Six Point League of New York, narrated an instance where his proposal that a dealer in Cleveland advertise locally had first been rejected with indignation, but had after a year or so been accepted, with the result that the initial order of the concern had risen from \$300 to \$11,500 in three years. A Philadelphia concern, also, two or three years ago, used to begin the season with an initial order for \$1,500 worth of goods, but now places one for \$15,000, largely in consequence of the local advertising it gives the line.

This matter of co-operation from the local merchant was one of the important things that the newspaper representative might be effective in securing, Mr. Weinman said. The retailer must be awakened to the need of linking up the national advertising to the local store.

He described how a new outlet had been secured for men's stockings through the shoe stores without losing any trade from the men's furnishing stores. If the latter stores had been alert to their interests they could have got the increased trade.

The Hundred Big Men

It was agreed that there were only a hundred really big men in America, men that measure up somewhere into the class of J. PIERPONT MORGAN and JAMES J. HILL. Two or three competent men made a list of the hundred big men of affairs in America. They varied slightly.

One of the editors amused himself to the extent of having the office force discover how many of the hundred big men were interested in the *Scientific American*.

It was found that *Eighty* of the *Hundred Big Men* are regular subscribers to the *Scientific American* and have been for years. And this was true of each list.

Further investigation showed that these men not only subscribed to the journal but that they read it regularly.

There doesn't seem to be anything in the way of comment that will add to the strength of the simple facts.

You can make the deduction yourself.

By the way, we have a little booklet, "*Ten Stories*," which may give you one reason why the hundred big men support the *SCIENTIFIC AMERICAN*, and anyway the anecdotes are worth while for themselves. Yours for the asking.

R. C. WILSON

Munn & Co., Incorporated

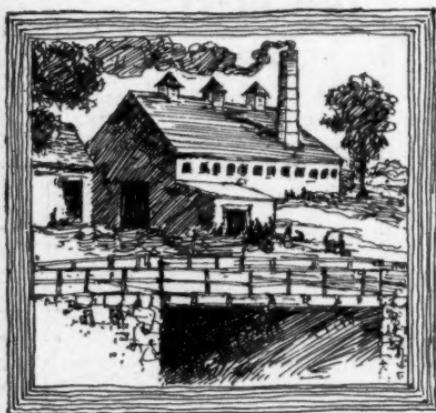
General Manager

New York

New England

Initiates Progresses Prospers

The Great Market Place to Sell Your Goods



THE "OLD FORGE"
HANOVER, MASS.
1704

ANCHORS FOR THE CONSTITUTION AND
EARLY WAR-SHIPS CAST HERE

FRIGATE CONSTITUTION



Courtesy of Oxford-Print, printed, Boston.

Taking the initiative has been characteristic of the New Englander from the very beginning, and has made him progress and prosper.

The first Iron Works in this country was established here in 1651.

"The Shot heard around the world" was fired in New England. The frigate Constitution—"Old Ironsides"—was of New England timbers, and built by New England skill.

New England workmen tan the hides that are fashioned into the most popular foot-wear in the world.

The virgin gold and silver of the West is made into the most beautiful ornaments by the skill of the New England jeweler.

The cotton of the South and the wool of the West are sent into New England, whose looms weave it into the most beautiful fabrics that find markets wherever there are men and women.

The sewing machine, telegraph and telephone and many other of the great inventions were conceived in the minds of the New Englander.

Here are the buyers for your goods—buyers with well filled purses. Bring your goods to this great market place.

Ten good market places, and ten good newspapers.

Portland, Maine, Express

Worcester, Mass., Gazette

Lynn, Mass., Item

Salem, Mass., News

New Bedford Standard and Mercury

Springfield, Mass., Union

New Haven, Ct., Register

Waterbury, Ct., Republican

Meriden, Ct., Record

Burlington, Vt., Free Press

**GOOD WILL VALUE MATTER OF
OPINION**

BUFFALO SPECIALTY COMPANY
BUFFALO, N. Y., NOV. 29, 1911.

Editor of PRINTERS' INK:

Answering your letter of November 18, we charge off our advertising to expense, although we realize that there is certainly an element of investment in the money so spent.

I was talking to a business systematizer and expert the other day on this subject, and put the question to him, "Do some concerns write off their advertising to Good Will?" He explained to me that they do not and that under the prevailing law they could not, although, of course, in the event of the sale of any business it is always the privilege of any manufacturer to place whatever value he may consider fair on good will.

This last statement is somewhat irrelevant to your question, yet it goes to show that I have given your letter more than a mere passing glance. Personally, I cannot see how, for book-keeping purposes, advertising can be counted other than as an expense. It is not a tangible asset that can be converted into dollars and cents in the event of the sale of the business, and that must be the deciding factor so far as the bookkeeping part of it goes.

In a sense advertising is insurance; it insures a business already established; it insures the quality of the goods, because the article must live up to its advertised reputation—but there seems to be no more reason for counting it as an investment than there is for counting money paid for insurance premiums as an investment.

H. M. BOURNE,
Advertising Manager.

**LETTER "T" FIGURES IN UNFAIR
COMPETITION SUIT**

An interesting suit, in which unfair competition is alleged, and which hinges upon the simple omission of the letter "t" from the name Johnston, has been filed in the Federal Court at Cincinnati by W. C. Quarles, of Quarles, Spence & Quarles, in behalf of the Robert A. Johnston Company, Milwaukee.

The suit is for \$25,000, and the defendants are the Standard Chocolate Company, the Standard Manufacturing and Distributing Company, and W. C. Johnson, who is a stockholder and officer in both corporations.

W. C. Quarles asks a permanent injunction restraining the defendants from using the words "We Sell Johnson's Chocolates" in their advertising, claiming this to be unfair competition and designed by the Cincinnati firm to derive a benefit from the firm's advertising.

The Cincinnati concern began putting out chocolates under the Johnson name last July, it is alleged, and the Johnston Company has been marketing their product with the advertising on which infringement is claimed since 1898.

**The Great Salesman of
Portland
is the
Express**

The Express is the best salesman you can put in Portland, Maine. It will tell of your goods every afternoon to more than 19,000 people.

It is a salesman that inspires respect. It has character and standing in the community, and is on the receiving list of most every family and every family worth while.

Let the Express carry your message, and it will make good.

JULIUS MATHEWS, Representative.

**Have you the Right
Display for your Magazine?**

I have men in New York, Chicago, Philadelphia, Boston, Cleveland, Toledo, Detroit, Milwaukee, Kansas City and most of the large Cities.

These men are trained to make the best window display for a magazine and see that it stays up all the time.

Is your Magazine in all News-dealers' Windows? My men will see that it is.

The price for this work is lower than you have paid before.

Full reports will be sent you each month on all Cities.

Display Your Magazine

Write to-day giving name of Cities where you would like your magazine pushed. I will quote you.

**W. H. DODGE
501 SO. LA SALLE STREET
CHICAGO**

CHAIN OF CO-OPERATIVE STORES FOR ADVER- TISING MANUFAC- TURER

**AN EXPERIMENT IN RETAIL MER-
CHANDISING THAT WILL BE
WATCHED WITH GREAT INTEREST
BY NATIONAL ADVERTISERS—WILL
IT SOLVE THE PRESENT KNOTTY
PROBLEM OF ADEQUATE REPRE-
SENTATION IN LARGE CITIES?**

By H. D. Kathvir.

A large advertisement by one of Chicago's greatest drygoods stores, which announced among other shirt offerings the "Sale to-day of 4,000 regular \$1.50 shirts of a well-known brand," furnished a fitting starting point.

Presently I was standing in front of a magnificent show window piled high with the shirts so cautiously advertised. True enough! They were the product of perhaps the best known high-grade shirt maker in America, a firm that had spent hundreds of thousands of dollars in making its brand "a household word!"

Satisfied upon this point, I hunted up the department manager. He was extremely busy. In this house they have an enormous "flying squadron" if I may so call the clerks who are shunted from pillar to post—from gloves to shoes—from laces to neckties according to the "sales." The shirt department manager had requisitioned sixty of these extra hands and even at that early hour it looked as though all would be busy.

I came to the point at once:

"Why did you not in your newspaper advertisement this morning mention the brand of these shirts?"

"We don't do it."

"Why?"

"Policy of the house."

"But," I persisted, "you could double your sale to-day by telling the public that you have the real — shirts on sale."

"I know it. But we advertise (with a very few exceptions) only our own brands. That's good enough for our trade."

Many volumes have been filled with discussions of this phase of the subject; so I will not go into it here. Rather pass on at once to "the way out" for national advertisers who find themselves up against an unwillingness to co-operate upon the part of the strongly intrenched local merchant.

Hitherto the national advertiser tiring of this situation had his choice of two things:

1. He could open his own retail store.

2. He could conduct a small branch office and sample room in an office building.

The first proposition runs away with money faster than the proverbial drunken sailor. A national advertiser to have a noticeable establishment in Chicago (like the new Regal Shoe store) would be forced to commit himself to an expense of at least \$100,000 a year.

The second plan is only a trifle better than leaving the field entirely uncultivated. It is the plan being followed, however, by thousands of manufacturers who struggle with the local buyers and are brought daily to a realization that the middleman is far more likely to eliminate the manufacturer than vice versa. One Chicago department store, Rothschild & Co., already boasts the ownership of a large piano factory. Another retail concern is experimenting with automobiles. The worst of it is that a horde of imitators stand ready to reap where they have not sown. Let a new article of any kind be advertised into prominence,—let us say, the "Venus Diagonal Corset"; the very stores which will not co-operate with the advertiser are extremely busy selling "our own celebrated 'Juno' Diagonal Corset." Every newspaper and magazine finds its force very largely deflected. The horde of cheap imitators add insult to injury by boasting that "they save you the cost of advertising," meanwhile fattening on a public demand that rightly belongs to another—the manufacturer who has paid for it.

All this brings forward and makes sure of a hearing the plans of a new building, a nineteen-story steel structure now being erected in the very heart of Chicago's retail district. The promoters of this building intend to do for retailers what the office building has done for professional people.

A CHICAGO PLAN TO BRING RELIEF
This structure, which is to be called the North American building, is now under roof and it is expected that it will be ready for occupancy March 1, next. One of Chicago's best-known business firms, Stumer, Eckstein & Rosenthal, publishers of *The Red Book*, *The Blue Book* and *The Green Book Album*, are behind the enterprise. The entire nineteenth floor will be occupied by the publishing offices, and Mr. Eckstein reports to PRINTERS' INK that "already something like 150 prospective tenants have been enlisted in the enterprise," who have agreed to unite with the owners in obtaining favorable publicity which in bringing popular patronage to one shop in the building will aid the others.

It is also planned to have a co-operative delivery system under which a slack period in any of the establishments will not entail a useless expenditure in the maintenance of a delivery system. It is also provided that under the co-operative plan the owners of the building will also exercise a sort of supervision over the tenants, both in guaranteeing to the public the integrity of the tenant and in agreements with the latter providing for the refund of cash on any unsatisfactory purchase.

Given a building equal in every way to the finest retail establishment, how can it be so operated that it will furnish a solution of this manufacturer's outlet? The answer, now that the construction stage—the steel and cement—has been reached, is to remove all obstructions to easy trading.

Let us begin with the name of such a building. This ought to be a single word of a mercantile flavor. As an example, "Co-operative" or "Smith's" might fill

Worcester Evening Gazette

Makes the Dent

The Chalmers Automobile Company wanted to make a dent in Worcester, so the Gazette was selected exclusively to carry the double truck advertising of the company. It made the dent.

The sales manager of the Locomobile Company reports he ran an ad in the Gazette one afternoon, and when he came down in the morning found a customer sitting on the doorstep waiting to buy a car.

The Gazette can sell goods for you.

JULIUS MATHEWS, Representative.

A November Advertising Record

In November, 1911, The Record-Herald contained 2,310 columns of advertising, exceeding all previous records for this month in the history of the paper and showing a substantial gain, 187 columns, over November, 1910. The gains and losses of the Chicago morning papers in November, 1911, compared with November, 1910, are as follows:

| | |
|-------------------------|------------------|
| The Record-Herald | Gain.. 187 Cols. |
| The Tribune | Loss.. 801 " |
| The Inter-Ocean | Loss.. 33 " |
| The Examiner | Gain.. 12 " |

The gain of The Record-Herald for eleven months of 1911 over the corresponding months of 1910 amounts to 1907 columns, far exceeding the combined gain of the other Chicago morning papers.

These comparisons are made from statements prepared by The Washington Press, an independent audit company.

"In November, 1910, The Tribune published three special issues containing a total of 388 columns of special advertising.

THE CHICAGO RECORD-HERALD
New York Office, 710 Times Building

J. B. Woodward
Eastern Representative

the bill. To the average woman the idea of buying stockings "at the Co-operative" is much simpler than going to the tenth floor of the Banker's Trust building and dealing with the Chicago branch of the International Hosiery Company of Boston.

The next obstacle to remove is all semblance of office building division in the structure itself. Aisles, corridors, partitions of all kinds are big obstacles to easy trading. The elevators ought to land customers right in the midst of busy departments, the same as in Marshall Field and Company.

Obstacle number 3 is the advertising. Here is a real stumbling block—and as big as a mountain. How is the "Co-operative" to advertise when even on the main street each advertiser is flanked by hangers-on whose game is to intercept the advertiser's customers, and get rich on their discards. (One large furniture store in Chicago until recently had a lovely sweet-scented non-advertising next door neighbor who sported a huge sign across the sidewalk, "Main Entrance.") Probably the only way would be to have a complete Central Advertising Bureau with a high-class manager in charge and to make the advertising a part of the lease. Let us say this type of building rents only in units of one floor, which would be a total of nineteen units to the building. About \$3,300 would cover the cost of a full page, one time in eight Chicago dailies:

*Tribune
Record-Herald
Examiner
Inter-Ocean
News
American
Post
Journal.*

For a year's service the cost including the administration would reach just about \$190,000, or a fixed charge of \$10,000 for each floor for a space of one-nineteenth of a page in all eight papers once a week for a year. If all nineteen floors were rented and each floor conducted under a floor manager

who would abide by certain uniform building rules, a great retail establishment (as far as the public would realize) would spring full-fledged into the retail arena. Yet in no sense would this building, with all its unification, resemble the ordinary department store owned by one man or corporation which gladly rents space to anyone. There the advertiser is a tenant in another man's store. If he does well he must stand for a raise in rent every year or two, or let the big concern take over his department. And all along he is only a knot on the tail of the kite. In this new type of building he would have a twenty-year lease of an entire floor with the exclusive right to sell a given line; he would be in a position to conduct his business in his own way and to keep to himself his private affairs.

SOME OF THE DETAILS

Detail after detail, as we survey the plan, arises on our vision. How about the exchange of advertising space; the exchange of help; bookkeeping; deliveries; jurisdiction over merchandise and so on. It would seem that a building manager, an umpire on a grand scale, could settle all these things if given authority and subject only to a board of directors. To consider just one phase—jurisdiction over goods—with only one ownership the uncertainty of classification is only humorous or annoying, according to the mental poise of the customer, but with twenty different owners every source of discord would have to be provided for in advance. As an example the last time I was in the Fair, Chicago's wonderfully complete department store, I asked for a small mailbox. It proved to be neither "Stationery," 1st floor; nor "Tinware," basement; but "Hardware," 6th floor.

Given such buildings in a score of large cities, can you not see the solid position that a manufacturer of even limited capital could achieve? He would have in effect a twentieth ownership in twenty great stores, yet all his

capital and energy would be expended upon his own line. If brokers, bankers, capitalists for generations can combine to write insurance on the Lloyd's plan why cannot cloakmakers, shoemakers, milliners, stocking manufacturers, glovemakers and all the other live trades co-operate? And if in one community, why not in all leading cities? Surely the prize would be worth infinite patience in arranging details and the whole problem one to call into being the very highest standard of trade ethics that the world has yet seen.

STAFF CHANGES OF THE DAVID WILLIAMS COMPANY

George H. Griffiths, Western manager of the *Iron Age*, has recently been elected a director of the David Williams Company, and Fritz J. Frank secretary of the company. M. C. Robbins, for the past year manager of the *Iron Age*, has been appointed general manager of the David Williams Company.

Charles S. Baur, for many years assistant manager of the *Iron Age*, has been made advertising manager of the *Iron Age*.

Robert A. Walker, Pittsburgh manager of the paper, who has for many years been in charge of both editorial and advertising, has been made resident editor in order to give all of his time to the editorial work of this company.

W. B. Robinson, for the past year Philadelphia manager, has been made Pennsylvania manager of the *Iron Age* with offices in both Pittsburgh and Philadelphia.

AGATE CLUB ELECTS OFFICERS

The following are the officers of the Agate Club, Chicago, for the year 1918 elected December 17:

President, A. C. G. Hammesfahr, Western advertising manager of *Collier's*; vice-president, Gilbert Hodges, Western advertising manager of *Munsey's*; secretary, J. H. Cattell, Western advertising manager of *Current Literature*; treasurer, James Townsend, representative of Butterick Trio; assistant secretary, Julius Balmer, Western advertising manager of *People's Popular Monthly*; Membership committee, Arthur Acheson, Western advertising manager of *Christian Herald*; E. G. Criswell, Western advertising manager of Doubleday, Page Company; Earl Reeves, representative of the *Saturday Evening Post*. The resignation of two members, and the initiation of four new members, has completely filled the membership of the Agate Club, leaving a large waiting list.

New Haven Register

Makes Sales

The advertising manager who picked New Haven as an ideal city and the Register as an ideal paper for a try out reports that they made a great clean up.

Suppose you try out your plan in New Haven and in the Register, the great two cent evening newspaper.

It will make the sales.

JULIUS MATHEWS, Representative.

PHYSICAL CVLTVR

is sometimes referred to as a class magazine. It is—to the extent that it appeals to a class of people with brain-power enough to realize that their health needs some little attention. To these people PHYSICAL CULTURE points the way to a healthy and happy existence.

Do you know of any magazine with a stronger appeal or a more vital reason for existence?

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. Macdonald, Manager

**Quality Circulation
Brings Returns**

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHRWS, Manager. D. S. LAWLOW, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STUART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years; one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Dec. 28, 1911

The Real Result Producer from England last summer: "The ads in the English dailies were of course not so striking or so skillful, technically, as those published in America. But, as I read them, I could not help but feel that what was said in them was true and that I could rely upon the statements made."

What greater tribute could a man possibly pay an advertiser? Here in America, we have long prided ourselves upon the excellence of our skill as adcrafters. We have designed layouts, we have written copy, that were indisputably the last words as such. We have distanced other countries in these superficialities. But what about the feeling inspired in the minds of readers? Have our ads been the "last words" as confidence inspirers? Must we not, honestly, agree with the in-

ference to be drawn from the remark of the agency man quoted above, that Americans habitually discount statements made in advertising?

Now, at the close of the old year, one of the brightest indications of a coming change is the sincere welcome accorded to the campaign against dishonest advertising, started by PRINTERS' INK. The progressive forces are not only heartily accepting the theory, but are putting it into practice.

Here, for instance, is a statement that will hereafter accompany every advertisement placed by the manufacturers of the Winton automobile: "The Winton Company guarantees every statement made in Winton 'Six' advertising to be true without qualification."

The Winton Company is not the only firm to apply, as the final "copy test," that of absolute honesty. Others are doing their level best, not only to be correct in what is actually stated, but also in all the inferences which a reader may draw from the copy. There is a greater pruning of the extravagant and the misleading than ever before in the short but eventful annals of advertising.

Publishers, too, are shouldering their share of the responsibility. Not a few have a list of kinds of copy which will not be accepted. One of the latest to declare itself is a Los Angeles daily, which, in its issue of December 14, has this significant "straw" from the Coast:

The objectionable classes of advertisements which this paper will not publish at any price are:

- Fake Merchandise Sales.
- Fraudulent Financial Offers.
- Whisky, Beer or Wine.
- Fortune Telling.
- Political.
- Clairvoyants.
- Marriage Offers.
- Divorce Agencies.
- Nasty Medical.
- Personal Attacks.
- Quack Doctors.
- Doubtful Schemes.
- Vulgar Illustrations.
- Racing Tips.
- Shylock or Usurers' Offers.
- Lotteries.
- Gambling Offers.
- Fake Oil and Mining Stock.

Or anything of questionable propriety.

It does this, the paper remarks, to "conserve the interests of the public." The publisher is well aware that he is also "conserving" his own interests.

The tidal wave that is gathering headway has an irresistible aspect. The only safety lies in the high places.

PRINTERS' INK says:

Knocking your competitor is like arming a small boy with a big shot-gun. The aim is seldom good, but the kick is.

**Disillusion-
ment!**

"Cæsar had his Brutus, Charles I. his Cromwell"—is it now the Advertising Manager's turn? PRINTERS' INK has received the following letter, averse to the proposed statute for the elimination of dishonest advertising:

I believe that the solution of the problem can be practically demonstrated without the enactment of any further laws than which now exist. First, let me say that the various ad clubs of the country—in my opinion—can do nothing, for the members of them are mere employees of the various firms and their action individually or collectively is worth nothing. It is too much like a labor union trying to direct the moral policy of its employers, for advertising men, in my opinion, are merely clerks, who attain the dignity of trying to sell goods from an office through the medium of newspapers—and they are not professional men in any sense of the word.

C. M. TARBEL,
Advertising Manager, The May Co.,
Denver, Colo.

Why not let us dream on, Mr. Tarbel? Even the harmless lunatic who thinks himself Napoleon is happy in the thought, and it is cruel to disillusionize. Even such "clerks" as Harn and Coleman, Lewis and Dobbs, Mahin and Johns, may have their visions, and sometimes think the "dignity of trying to sell goods from an office" worth the having. It is true that some of them really sell the goods—and use magazines as well as newspapers—but let that rest. It is mere *obiter dicta* anyway, and beside the question.

**Parasites of
Advertising**

Not all the dishonesty that has attached itself to the advertising business is included within the circle of those who authorize false statements in their copy. There are many parasites that have fastened themselves upon the profession and, while organized advertising is too vigorous to be seriously harmed, it will profit greatly when rid of the growths.

Not the least of these parasites of the advertising business are those who sell advertising in books that either are never published or that never have any greater distribution than is necessary to place a copy in the hands of those who have bought the advertising; who get up maps and sell the space around them to advertisers who are fooled into believing that they are to be distributed widely in business communities, by railroads and other corporations; who solicit ads for directories that seldom get so far as the printers; who, in short, conduct a swindle pure and simple. They appear in all quarters, not only in larger cities, but in smaller places where the conception of advertising is likely to be seriously lowered.

The Association of American Directory Publishers has spent many thousands of dollars in the conviction and imprisonment of these fellows and has put a great many of them in the penitentiaries for terms of from two to seven years. The success of this association could be augmented by the aid of the Ad clubs and of the advertising agencies, and efforts along this line would be well worth while.

In this connection the results attained by the directory publishers in running to earth the promoters of swindles coming within their field furnish strong evidence of the practicability of the plan to prevent dishonest advertising proposed by PRINTERS' INK and now under discussion by the clubs the country over. What the directory publishers have done in their field the A. A. C. of A. can do among fraudulent advertisers.

Breaking In How to become an advertising man? PRINTERS' INK is in receipt of many letters asking that question. The advertising business looks attractive—it is attractive—and many are apparently searching for an easy way to get inside. Some of the specific questions which are repeatedly asked of PRINTERS' INK can be answered here.

"Would you recommend me to take a course of instruction by mail from a correspondence school?"

Yes. A good correspondence course should prove valuable, but the emphasis is on the adjective qualifying correspondence course. A poor one is about as good as none.

"Do you think a business man would entrust his advertising to a man who was a correspondence school graduate, with no practical experience?"

He might. Of course it depends a good deal upon the business man. It is extremely unlikely that any experienced advertiser would do so. It would be quite possible, however, to secure a position as assistant to some advertising manager with a chance to get experience which would prepare for the chief's position elsewhere. In PRINTERS' INK's opinion, the graduate of the correspondence school will benefit by being in a position where his mistakes are corrected before they get a chance to go out and do harm. It should be remembered that the correspondence course deals with imaginary campaigns, and the advertisements written under its auspices are not tested by results. A year under a good advertising manager, in an actual department, should teach a man how to analyze a real problem.

"Would you advise me to secure a position with an agency as copy man?"

A good many advertising managers have been graduated that way, and a good many more have been spoiled. A position with one of the first-class agencies, where a man is allowed to

use his brains in grappling with the broader problems rising out of the accounts, is a great help. But a copy-writer who merely "writes copy" along lines laid down for him by another is getting training on one side only of the many which go to make up an advertising man.

On the whole, it may be said that the best way to learn advertising, as is the case with learning anything else, is to do it. Preparation of one kind or another will help, and the man with this preliminary training will not be obliged to begin at the very bottom. But no real man is anxious to make a failure, and progress which perhaps seems a little too slow at the start will be found in the end to pay larger in profits and satisfaction.

In Next Issue

"Famous Headlines that Land-
ed Orders" will be one of the fea-
tures of the next issue of PRINTERS'
INK, which will be the first of
1912. The sales-making ability of
well-contrived headlines will be
enlarged upon, with references to
some of the prize-winners.

"Building the Ad that Gets a
Full Reading" is one of S. Roland
Hall's interesting series on adver-
tising typography. The article is
written after the helpful style of
those already published.

The "editor of magazines" of the Sherwin Williams Company treats suggestively the matter of "Determining the Editorial Policy of the House-Organ." No one seriously questions the value of a manufacturer's house-organ, when it is designed with reference to other forms of promotion em-
ployed in the campaign. The arti-
cle is a reflection from the "other
fellow's" experience.

Two or three articles having to
do with trade journal advertising
are other samples of a well-bal-
anced list of contents.



1912
Greetings
to
B. F. Provandie
Western Manager
of
LIFE
With Our
Appreciation of
His Able Efforts
and Loyalty in
LIFE'S Behalf

George B. Richardson
LIFE'S
Advertising Manager

New York
January
First
Nineteen
Twelve

For the New Year

THE TALE OF MOTHER GOOSE AND THE MEAT CHOPPER MAN

VETERAN COPY MAN'S VALIANT STRUGGLE WITH WHIMSICAL ADVERTISER—THE MAJOR LEARNS HIS LESSON IN TIME

By W. L. Larned.

"It is a comfort," observed the Veteran Copy Man, rubbing a very firm and very grizzled grey chin, "to reminisce with the calm self-complacence of one who has tumbled into *all* the pitfalls of the business and now has common-sense enough to pass around when there's a hole in sight.

"A concern came into our fold recently under rather amusing circumstances. The 'Honorable Major' Tom Winter, manufacturer of food choppers, traveled the whole way from Kansas because of a little ten-inch squib the house put out under its signature, a year ago. There must have been a kick in it somewhere. I wrote that squib myself on my cuff coming from lunch one noon. It read:

'Don't blame the *little* business if it doesn't grow bigger. Feed it with advertising. No growing infant can get along without nourishment. If your business is young, keep something warming up on the fire *all* the time; but there's a powerful lot of difference in foods.'

"We are in the business of supplying brain, brawn and backbone for little fellows with big prospects. Write or call if you want to get into larger quarters.'

"After the usual preliminaries," continued the Veteran Copy Man, "the 'Governor' brought the Honorable Major 'Tom' into my department. Various members of the concern had been shooting him full of club luncheons, hot air and gasoline ever since he landed from a dusty sleeper and he was a wee bit groggy as he tumbled into a chair beside my desk.

"He was small and shrivelled and looked not unlike an attenuated persimmon. Upon the crest of a singularly shrewd face perched a shiny new Stetson that must have been worth about fifty-eight dollars wholesale. He had a pocket full of popped Kansas corn and chewed on it incess-

santly; a habit, I afterwards discovered, which was due to some superstition concerning digestion.

"Major Tom was in the meat-chopper line. He had a factory just outside of Holton and was doing a spruce business. There were thirty-seven different choppers, woodcut style, in his catalogue, ranging from a cute affair for home use, to one of those fat-jowled, evil-eyed fellows that make boarding house hash out of anything from a cane chair to a canary.

THE MAJOR'S WEAK SPOT

"I listened mighty carefully to the Major and soon found out that he was as sharp as a battle axe in everything except advertising. He had dabbled in it to some extent through a frying-size Topeka agency, but the returns had never justified the expenditure and such mail-order inquiries as he had received were anemic-shady-gray in character. But the Major believed he had something every housewife on the globe needed, and there was a little matter of a thirty thousand dollar appropriation as a start-off to prove his spunk was not jacked-up on moral cowardice.

"Up to the present, individual sales had been carried on in one department in a desultory manner. His distribution was fair, he said, but an immense field lay untilled when it came to the mail-order end. I agreed that this was true, once I walked over to the hotel and had a good look at his prize meat-chopper. It was a most ingenious contrivance that looked not unlike a cross between a coffee-grinder and coast-defense gun. There were little patented gimcracks which made it possible for the housewife to grind up kitchen left-overs in any form and style, from noodles to poker dice. It was sanitary as well, the parts permitting of speedy disintegration, without the need of a United States Civil Service Chart to put them together again.

"The next day, in conference, Major Tom set off a mine under the Committee Room table. It shook the building and my confi-

dence in him. He slipped from his jeans a little bit of crumpled paper, spread it out methodically, and handed it over to me to read:

Old Mother Hubbard,
She went to the cupboard
To get her poor doggie some meat.
But the Peerless Chopper had found it
And took it and ground it
For the rest of the family to eat.

"My nephew wrote that," the Major declared, with pride; "it just hits the nail on the head."

"You—you don't mean you intend to use *that* in your advertising," three of us gasped as one; "it hasn't even meter."

"The Major laughed immoderately.

"Good joke—excellent!" he wheezed; '*meat-er*, eh? Ho, ho. But coming back to the point; yes sir-ee, I do intend to use that verse. I came all the way over here to have fifty more like it written, pictures drawn and the business placed. There ain't much you can say about a chopper, except that it chops. People are sick and tired of all this here cut and dried copy. We're all children, even after we grow up, and I'm telling you, gentlemen, that Mother Goose series will make one screeching hit."

"In the hope that I might be able to persuade Major Tom against his amusingly radical course, the Old Man sent me back with him to Holton, with instructions to spend money and persuasion with intemperate abandon. But it didn't do any good. I kept on the trail for a month, had desk room in the factory offices and was in constant touch with the Major, all to no satisfactory end. He had that comic series as deeply imbedded in his Scotch cranium as the apex of his spinal cord.

"When I and myself had discussed the situation over profanely in the local hotel smoking room for an hour, I settled it with me that we should adopt a compromise on the 'Cow-jumping-over-the-moon-brand' of copy, more especially because, after an exhaustive expedition over the Major's plant, I was convinced of its pay-dirt and ultimate success.

NEW ERA TRI-CAR,

Reduces Costs—Produces Profits



The success of the retail merchant depends in large measure upon his delivery service.

He must be able to deliver goods to all parts of the city, quickly and promptly, and at the same time be prepared for new customers.

Competition has forced the average retailer to do business on a margin of small profits.

He cannot well afford the initial cost and up-keep cost of the automobile for delivery purposes.

The horse-drawn outfit has proved expensive and confines his business to a very small territory.

The New Era Tri-Car has made it possible for every merchant to install motor delivery.

It gives him a bigger radius—makes him neighbor with customers that were formerly isolated—it shortens the distance and enlarges the hours.

The New Era increases trade—reduces costs and produces profits.

This has been amply demonstrated in a dozen lines of business all over the country.

The average daily cost of gasoline and oil—everything needed to keep the Tri-Car on the go—is less than 25 cents.

It will travel more miles, deliver more goods, more promptly, and at less cost, than any other form of delivery.

Surely the possibilities of the New Era in your business justifies you in using the coupon.

THE NEW ERA AUTO-CYCLE COMPANY
31 Dale Avenue DAYTON, OHIO

THE NEW ERA AUTO-CYCLE CO.
31 Dale Avenue, Dayton, Ohio

Send me your literature.

Name

Business

Street

City State

"It made me feel ashamed of myself, but I doped out the following piece of copy and read it aloud to the Major at his home that night:

**CHOP DOWN YOUR TABLE
BILLS, MISTRESS HOUSE-WIFE**

Little Lady, has the popular American problem made you sit up of nights? Has the "High Cost of Living" germ reached your kitchen?

Are you the Modern Mother Hubbard who finds her cupboard bare? There is a way out and it's so simple and easy, the wonder is you have not thought of it before.

Too much waste in the kitchen; too many "scraps" thrown away that are good and clean and palatable if only made so.

THE LITTLE EUREKA MEAT CHOPPER

is another servant in the house. It makes a meal out of "left-overs" and cuts down your butcher bill one-half. Easy to operate. Parts adjustable. Cleaned in a minute with scalding water. Send for our booklet, "One Hundred Recipes for the Economical Housewife."

The Eureka Meat Chopper says to the cold Sunday chicken:—

"Come on—your name is Hash." But it's a new hash in flavor and in goodness.

"I thought I'd have to tie the Major in his arm-chair before I finished reading my own indisposed copy. A deep and sullen grunt emanated from the interior of him, somewhere, and he popped up, rocket-like, leaving a fiery trail of cigar ashes behind.

"No sir—not a bit of it. I like my own idea best," he stormed.

"An hour of further argument, during which I battered down every comic rampart and fortress of that Mother Goose scheme, with red hot 'Reasons Why,' ended in a sort of calm defeat.

"I Napoleoned it, crab-fashion, away from my rustic Helena, and ordered another sheaf of paper from the writing room. All along, it was my defiant hope to kill Mother Goose, even if I had to invent something worse. I shuddered at the thought of arriving at the home office, leading an account around by the hand that would make me the laughing stock of the whole copy department. I would sneak up from the rear, and do Mother Goose with her own weapon. And so

this gem was dashed off spontaneously, following an all-night session with a wet and tearful fountain pen:

SAID THE COLD ROAST TO THE LEFT OVER MUTTON:

"Oh, you junk mutton. They feed you to the cat and you pass on and out into the Never-never Land. Only half of you is really used; the remainder is waste. Shame on you—no wonder the cost of living is so high!

"Just because you're a 'left-over'—a 'has-been,' does not mean that what's left of you shouldn't be used.

"Now take a slant at me—

"THE LITTLE EUREKA MEAT CHOPPER.

made my second self all over again. I returned to my present field of usefulness in a number of appetizing and palatable things—say hash, slaw, salads and meat balls. I grew to be a favorite around the house in my reincarnated state. I actually became one of the family.

"There's Billy Chicken—after Sunday dinner, the other day, he had a session with Little Eureka and presided over our Mistress's Sewing Circle at their regular Thursday luncheon, disguised as Chicken Patties.

A MEAT CHOPPER IN THE HOME GIVES 'PERSONALITY' TO 'LEFT-OVERS'

"When the Major read this, his comment was:

"'Nope—anybody knows cold mutton can't talk—it's foolish!'

"The time was threshing along on a Twentieth Century schedule and as important matters necessitated my being at the home office, I tacked a white flag over my verbal camp, handed my side-arms to a bell-hop and gave up the battle. The Major, incidentally, was growing peevish. He had a sneaking idea that I might be a better hoist-engine man than a copy writer, so my personal judgment was promptly consigned to cold storage and I ruled myself off a straight and narrow path along the line of least resistance.

"I must admit, here and now, that no great share of the famous poets need grow uneasy in their graves, because of my poetical qualifications. I never realized what an art poetry is until I attempted to produce a satisfactory rhyme for 'food-chopper.' I'll bet right now neither W. S. Gilbert, of the ancient and honorable house of Gilbert and Sullivan, nor Wallace Irwin can make it

without coming a cropper. 'Eureka' was another tidy little rhyme that kept Scotch and soda on the trail constantly to my hotel room. By two-thirty of that memorable night, I was seeing purple ravens on the chandelier. No wonder Poe was a bird-fancier.

"As an example of what an efficient copy man can do, when he is pilloried and driven to it, I quote a few illuminating samples, selected at random from the famous 'Eureka Food Chopper' campaign:

Tom—Tom, the Butcher's Son:
He stole a Pig and away he run.
They had pork chops and a fancy stew
With lots left over in the ice-box, too;
But they chopped it up in a Eu-re-ka!
And had meat balls on the following day.

"The illustration, as mapped out for this rhythmical masterpiece was a pen and ink drawing of Tom, dropping a squealing pig into one of the Major's Meat Choppers.

"This one, in later years, always appealed to me as Tiffany-esque:

Sing a song of six pence,
Ice-box full of scraps.
Chop 'em with an "Eureka"
And have breaded veal, perhaps.

"Before I left for home, the Major had not only signed up the contract, O. K.'d all the copy and plans for pictures, but had given me a dinner at his club, the very memory of which gives me a gastronomic nightmare.

"My boy," he said at parting, "you advertising men are geniuses; I don't see how you do it." "And he should have blamed it on the Scotch.

"The home office had the plates and matrixes out in quick order and we shot that Mother Goose campaign upon an innocent and unsuspecting public, before it could arm itself for the ordeal.

"Within two weeks, my dearest friends in the 'shop' called me such endearing names as 'Mother Goose,' 'Little Boy Blue' and 'Simple Simon.' I stopped going to the Advertising Men's Club entirely.

"That campaign was the biggest and most glittering fiasco

ever chronicled along 'Publicity Lane.' Instances were cited of Maine families that sent to Holton, Kansas, for Mother Goose books, and were highly indignant upon receiving meat choppers.

"Six months convinced the Major he had been in error all the way through. His sales had decreased and things were looking blue. He damned our service, finally listened to reason and I went at that next appropriation with the meat chopper on my knee. We introduced all the selling arguments we could think of, ordered sensible, homely illustrations, told the housewife in plain language how economy was one of the strong arguments in favor of the chopper, and gradually, insiduously, surely built up another and a larger factory for Major Tom. He has three red automobiles now and there's a metallic food chopper escutcheon on each one of them."

"How about that — hat man down South?" we enquired.

"Oh, yes, the hat man. I meant to tell you about him. He was the king manufacturer of derbies in that section. The idea occurred to him that he ought to put a trade-mark name on a new brand of derby he was getting out and push it through the Southern territory. He had fifteen thousand to spend and as I had another prospect in Galveston, I dropped off for a fling.

"The king had it all cooked and dried. He wanted the trade-mark name to be 'Black Beauty' and Cleopatra as the illustration theme. I couldn't see 'Cleo' at all and was so outspoken in the matter that somebody opened the door for me and I declined to handle the business."

"Another failure?" we suggested.

"Failure? No!" growled the Veteran Copy Man. "After the first week, when the scheme didn't seem to pan out, the old fox stuck feathers in those derbies and advertised the 'Black Beauty' Cleopatra as the latest Parisian novelty for women, and they sold two hundred thousand of 'em as far west as Dakota."

The Little Schoolmaster's Classroom

The latest thing in form letters has come to the Schoolmaster's desk. It is a chatty, well-written three-page argument, and down in the left-hand corner opposite the signature is that modern memo, "Dictated by Mr. R——, but signed in his absence." Now, what do you think of that on a letter that a ten-dollar-a-week advertising clerk could tell was printed? And the letter was evidently mailed to a list of advertising managers at that.

So general has become the practice of filling in names and addresses on printed letters that a great many concerns do this filling-in work without really meaning to deceive and without believing that they are fooling those to whom the letters are sent. In such cases the filled-in name and address simply means, "We are taking a little trouble to address this to you personally, though the letter is printed; we think the letter looks a little more finished with your name and address at the top."

But what's the "psychological effect" when the man behind the letter puts "Dictated" or "Dictated by Mr. R——, but signed in his absence," which inferentially, if not literally, means that each letter was dictated—not the copy for the form-letter printer, and we who get the letter know that it is printed? It seems to the Schoolmaster that the average man is likely to say, "Well, now, does that ostrich think I am all that green?" Why, oh, why do we so often fall into the error of thinking that the other fellow is greener than we are!

* * *

"Don't you think," says a publisher to advertising agents, "that you could get the advertisers who are using small stuff to come up to quarter pages, so that we can get out as handsome a book," etc.? Isn't this pretty hard on those advertisers who may have found

that one-inch or two-inch advertisements produce the best results for them? There seems to have been no consideration of the question of what size was best for the advertiser; the sole consideration is whether or not the agent can get the advertiser to boost his space and help the publisher to make a prettier book.

* * *

The street-car advertisement showed Grandpa sound asleep in his easy chair. Willie was looking at the bottle of rye on the table and saying, "I wonder what there is in this bottle that keeps grandpa so well." At least, that's the way the card read originally, but some wag had reached over and changed *well* to *full*, and the card was getting more than usual attention.

* * *

A distinguished writer puts a question to the Schoolmaster: "How can much knowledge of advertising science be imparted when it is so inexact as yet?" Well, what about electricity, chemistry, medicine and even law? Law has been handed down from the ages and we have thousands of volumes of it, but hundreds of courts are busy all the time settling questions that men are not satisfied to have settled by an out-of-court interpretation of the law. Compare what we know to-day of medical and electrical science with what we knew twenty-five years ago; and yet at any given time there was enough of what was fairly well recognized to constitute a liberal education in any of these sciences.

Anyhow, what an uninteresting subject advertising would be if it could all be reduced to rules as fixed as those of addition, subtraction and multiplication and put into a book. There would be little room for individuality in its practice, little room for keen discrimination and the lessons of experience. There would be no big

salaries, either, for when all of us knew all the rules, there wouldn't be a great deal of difference in ability.

Of course advertising is getting more and more scientific, but there is no cause for concern because there is not yet available a complete set of rules. Experiments, experiences and liberal comparison of views are all throwing light on problems.

* * *

"I am going to take charge of the advertising department of a paper at E——," says a reader of the Classroom, "and I am to meet the publisher next week for a conference. He is dissatisfied with the advertising revenue from both local and foreign advertisers. I should like to have some suggestions from you as to what could be done." And this correspondent gives a few bare facts about the situation.

The Schoolmaster heartily wishes he could give offhand the definite advice asked for. The man who could give such advice definitely and rightly in an off-hand way could easily command \$500 to \$1,000 a day. An incident is pertinent right here. An advertising man strong on investigations was requested by a trade-paper publisher to give just about such advice as this correspondent asks for. The advertising man required a fair fee as a retainer and went to work. He spent several weeks on the job. He started out by asking fifty leading questions, and he asked more later. He studied the files of the magazine and the files of competitive publications. He looked into rates, into circulation, into correspondence with advertisers, into the solicitors' experiences. And when he wound up he submitted a long report, with various recommendations, including one for a

ILLINOIS CENTRAL SUBURBAN CAR ADVERTISING

"THE LINE OF LEAST RESISTANCE"



INLAND ADVERTISING AGENCY, CHICAGO
Special Agents

1847 ROGERS BROS. X S TRIPLE

VINTAGE PATTERN

"Silver Plate that Wears!"

The famous trade mark
1847 ROGERS BROS. guarantees
the heaviest triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



service department—for which he found the right man—and he turned in copy for letters and circulars, suggestions for circulation work, etc. The publisher paid a further fee without a murmur. This is the only way such problems can ever be settled rightly.

"He's the hardest man to get information from I ever struck," says a young advertising man who is working on his first real job. His employer is a man who thinks good advertising is just a matter of generalities and emphatic talk that any one clever with the pen can pull out of the blue sky. But this young advertising man, though he may not realize it, is getting the most valuable sort of training in managing tactfully to finally get what he wants to know, either from the employer or his salesmen. Getting along with the boss is half the game anyhow, and when one can do this and still make his points he is on the road toward becoming a really big advertising man.

Don't think that because you are often headed off and interfered with and hampered you are in the only place where that happens. Bless you, no; just ask the other advertising men that you meet.

* * *

At a round-table gathering the other day fifteen men were asked how many of them consulted window displays more or less before buying their hats, cravats, shirts, clothes, and shoes, and thirteen out of the fifteen raised their hands. It seemed, from the exchange of views and experiences, that men in buying such goods for their personal use were guided more by window displays than women are in buying for their personal use. The secret probably lies in the fact that man ordinarily does not take the pleasure in going into various stores and shopping that woman does, and hence is a little more careful to assure himself that the store has what he wants before he goes in.

* * *

It certainly looks as if Atlanta advertising men are living up to the slogan they displayed at Bos-

ton last summer, "Atlanta—Always Ahead." They took the lead in the prosecuting of fraudulent advertising, and now an Atlanta merchant and one of the Atlanta publishers agreed on the following condition in a new advertising contract:

"It is further mutually agreed between the two parties that nothing but absolute truth shall appear at any time in the store's advertisements." That surely is co-operation of the most timely kind.

* * *

The Schoolmaster is a great believer in experiments. When you can try the plan out on a few hundred names and check up your results, do that and see how the plan works out before going ahead strongly. For example, a man was trying to secure boy agents. He had been writing to express agents in small towns and asking for the names of likely boys. The returns were only fair. Then he concluded to try school teachers, thinking that possibly their interest in boys would prompt them to be more careful whom they recommended. The reasoning proved to be sound. Furthermore, a little later this man was able to trade on the interest of the school teachers in the boys and to actually prevail on them to get the boy to agree to become an agent without any of the correspondence that had gone on previously when the name had been suggested.

Another advertiser recently tried out four prospect-developing letters; three proved to be almost complete failures, but the fourth was a winner and produced results at less than half the cost of developing the prospects through periodical advertising. The success of the winning scheme was big enough to wipe out all the expense of the unsuccessful ones. When in doubt, try it out—if you can do so with small expense.

* * *

Who says that reason-why criticism isn't a good thing? The Schoolmaster not long ago passed some remarks on an L. L. Brown Linen Ledger advertisement that

violated fundamental principles. And now the advertiser's agency comes out with some striking and very readable advertisements and asks "Mr. Professor" what he thinks of the change. Very good, very good; that advertisement with the illustration pointing out how a heavy blot can be erased

from L. L. Brown Linen Ledger and leave the surface of the paper smooth and strong is a jimdandy.

♦♦♦

The Cluett-Peabody advertising, which has been placed by Calkins & Holden, New York, will go out for the year 1912 through the Roberts & MacAvinch Agency, of Chicago.

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York

The German Weekly of National Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 141,048. Rate 35c.

Copy

We write advertising copy that rings right—sharp, convincing presentation of your facts from new and original viewpoints, and backed by the solid selling strength that gains real ground for you with your trade. Write us.

The Hall-Taylor Co.

37 McKinley Building
Milwaukee

Direct Results



Two Copy Writers Wanted

with agency experience.

One must be a specialist on Foodstuffs and lines handled generally by retail stores, and the other on Agricultural Implements and mechanical subjects.

Both men must have successful records and be capable of meeting advertisers.

The salaries will be large enough to induce the right men from good positions, as only men now holding good positions need apply.

Give complete information regarding past connections and other details.

Correspondence treated in confidence.

BOX "C. I." PRINTERS' INK

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

CLASSIFIED ADS — Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get ratecard. **440 S. Dearborn, Chicago.**

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. **29 Broadway, New York, Manhattan Building, Chicago.**

BILLPOSTING

8¢ Posts R.I.

Listed and guaranteed showing Good Locations
Mostly individual boards. Write for open dates.
Stardish Adv. Agency... Providence R.I.

BUSINESS OPPORTUNITIES

BOOKLETS AND CIRCULARS with profitably pithy peculiarities. **FRANCIS L. MAULE, 401 Sansom Street, Philadelphia.**

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

FOR SALE

Linotype Machines for Sale

Two 1-letter Mergenthaler Linotype Machines; one font of 6-pt. 1-letter mats; one font 7-pt. 1-letter mats; one font 10-pt. 1-letter mats, moulds, etc. These machines are in good condition, are working every day, but are in excess of our needs. Address the TRIBUNE-REPUBLICAN, Scranton, Pa.

HELP WANTED

WANTED — Competent copy man who is versed in the handling of mail order copy and can write and plan mail order campaigns and follow-up. Man with general advertising agency experience preferred. Address, giving full particulars, to Box "Z. A. R.", care of Printers' Ink.

LEADING, old-established national trade paper wants circulation manager. Present incumbent has held position seven years. Possibilities unlimited both for business and revenue, but small man won't do. To the right man the Circulation Department will be turned over on very attractive terms. Box W. M., Printers' Ink.

WE WANT an experienced retail ready-to-wear copy man. We have a big job with bigger possibilities. Address, stating terms, age and past experience, and submit samples of work to Box "K. L." care of Printers' Ink.

ARTIST

He may be a retoucher, because we can use him on that kind of work, but ability to draw the figure is not necessary. It is necessary that he be capable of laying out newspaper and magazine ads and printer's dummies for booklets, folders, etc. **BURROUGHS ADDING MACHINE CO., E. ST. ELMO LEWIS, Adv. Mgr., Detroit, Michigan.**

WANTED—First class copy man for established advertising agency. A plain, forceful writer who knows how to present selling advantages in a convincing way, and understands the dressing up of magazine and newspaper copy with effective display. Only an experienced man wanted, one who has knowledge of trade literature and its uses, knows how to plan and lay out an advertising campaign and has capacity for work. State age, experience and salary expected. Box "W. T. L." care of Printers' Ink.

A banking house of long established, conservative business, wishes to engage as bond salesmen several young men of proven salesmanship in other lines, but who are desirous of entering the investment business.

"BANKER"

603 North American Building
PHILADELPHIA

MISCELLANEOUS

MANUFACTURERS WHO WANT DISTRIBUTORS IN CUBA, MEXICO AND SOUTH AMERICA!

Our representative leaves New York the latter part of January to cover Cuba, Mexico and the entire South American Continent, and we want to establish selling agencies (wholesale and retail) in every important city for American Manufacturers.

Our representative making this trip has had many years successful experience in this territory, having covered it for several of the largest manufacturers in America, and he will touch at every important city both on the coast and inland.

WE ONLY CARRY A LIMITED NUMBER OF LINES, NONE OF THEM COMPETING.

Do you realize what an opportunity this is for you to get started right in this important export field for American Manufacturers?

Wire or write for detailed information.

R. E. TAYLOR COMPANY,
1528 BROADWAY,
NEW YORK.

PHOTO-ADVERTISING

Have Your Goods Jacksonized!

Mr. C. B. Jackson has taken exterior and interior views of the largest plants and stores in the country. He gets more in a picture than any man living. He will be in your town soon. Write for an appointment. **C. B. JACKSON PHOTO-ADVERTISING CO., 605 McCormick Building, Chicago.**

POSITIONS WANTED

A DVERTISING MAN of wide experience and with a splendid record desires to locate East. Twelve years' of valuable retail store experience. Highest references. Box 682, care Printers' Ink.

YOUNG WOMAN WITH UNIVERSITY DEGREE and several years' experience in editing and writing, desires position with publishing house or on paper. Best of references. Address Box 964, care of Printers' Ink.

E DITOR and Editorial Writer on leading paper in city of 60,000, with record for promoting news department and boosting circulation, wants change. Reasonable salary, good habits, proof of ability. "Writer," care Printers' Ink.

YOUNG MAN, 23, energetic, intelligent, 7 years with large adv. agency, good knowledge of rates and paper, thoroughly familiar with billing, checking and office routine. Best references. Moderate salary to start. Box 467, care of Printers' Ink.

A CIRCULATION MANAGER who has had marked success in the building up of trade paper circulation, desires connection with an Eastern publisher. Young and experienced. Can offer best credentials as to ability and character. Box 328, care of Printers' Ink.

A DVERTISING man of extensive experience in retail, wholesale and mail-order, desires connection with good house. Work is characterized by originality, forcefulness and versatility. Sound judgment, steady habits, hard worker. Refer's. Salary, \$2,600. P.O. Box 88, Cincinnati.

POSITION wanted by sales and advertising manager with mail order experience. 10 years in charge of sales or advertising for large manufacturers and jobbers of machinery and electrical equipment. Executive ability, sound judgment, steady habits, hard worker. An expert sales letter writer. Age 37; married. Address, 941 Riverside Drive, South Bend, Ind.

YOUNG MAN, 24 years old, of advertising determination, wants position (preferably with agency). Good at copy-writing and layout work and understands generally the advertising business. Also has stenographic ability and understands routine of office work. Confident of giving satisfaction to concern looking for a conscientious and ambitious worker. Address "C. E. M.", care of Printers' Ink.

Advertising Salesman, Not a Canvasser

Who possesses the natural gift of salesmanship, and can talk advertising forcefully and intelligently because he believes in it with all his heart, invites connection with class publication, Farm Magazine or Weekly in National Field, Eastern or New York State territory preferred. 28 years old, married, of good personality and address, and absolutely clean. Has had six years' successful experience on Farm Paper, Magazine, and Newspaper, and has always "Made Good." Present connection Advertising Manager, strongest newspaper in city of 100,000. Writes strong, convincing copy, forceful and to the point. Will not go out on any proposition that he personally does not believe in from the ground up. A Hustler and a Producer who wants to tie up to a concern where ability to sell space will be recognized and paid for. "CHANNING," care of Printers' Ink.

Are YOU the Man

who needs an active, open minded, young man with five years of vigorous activity in the Advertising game — three years as salesman? A deep student of publicity—a man of practical business experience and splendid advertising training. A worker and a thinker, who has been very successful in preparing terse, original copy that produces results—who has successfully managed and built up a large Agency Business on the Pacific Coast. Possesses a thorough knowledge of printing, type and engraving. Experienced in Catalogue Work, Booklet, Folder, and Circular preparing. Not a "know it all" man, but anxious to learn and advance—I'm a plunger. Want a position where there's a future. With agency preferable. Satisfied to start wth moderate salary. Box 992, care of Printers' Ink.

**If You Can Use A
Good Advertising Man**

I would like to hear from you. Twelve years as advertising and sales manager, and five years advertising agency experience—directing sales and publicity interests some of best known concerns in U. S. Exceptional record as originator of high-grade complete merchandising campaigns—as "plan and copy" man—and in personally handling advertising "accounts" of widely diversified character. Thoroughly familiar with practical salesmanship; sales, office and factory management; advertising agency methods and operation; advertising media, rates and comparative values; publishing, printing, drawing and designing, engraving, etc. Can submit unquestionable endorsements and proofs of character and ability, as well as line of samples, personal work that for class, variety and volume would be hard to duplicate. Will close with responsible concern, on moderate basis, for trial period. Part time or special service contracts also considered. Address, "V. X. Z., " Chemical Building, Chicago.

PRESS CLIPPING

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES.
'Phone 4888 Gramercy, 46 W. 24th St., New York.

Printers'**Ink**

**Every Copy
is an
impulse
to
original thinking**

**Pass the word along
to your friends**

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, \$2,618. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. 9 mos., '11, Dy. 17,671; Sun. 22,362. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 26,832.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.

Meriden, *Morning Record & Republican*.

Daily aver., 7,789, 1910, 7,875.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c; Sunday, 16,785, sc.

New London, *Day*, evg. Av. '10, 6,892. 1st 6 mos., '11, 7,006; double all other local papers combin'd.

New Haven, *Union*. Largest paid circ.

Avg. 1st 6 mos., '11, 18,042 daily. Paper non-returnable.

Norwalk, *Evening Hour*. Average circulation 1910, 3,637. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. regularly. 1910, Daily, 7,317; Sunday, 7,780.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—\$8,356 (OO).

FLORIDA

Jacksonville, *Metropolis*, Dy., '10, 13,701; Dec., '10, 14,689. E Katz Sp. A. A., N.Y. and Chicago.

ILLINOIS

Chicago, *Examiner*, average 1910, Sunday 824,607; Daily 210,657, net paid. The Daily Examiner's wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. Average year 1910, 5,154. Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,220. Peoria, *Evening Star*. Circulation for 1910, 21,143.

INDIANA

South Bend, *Tribune*. Sworn average Sept., 1911, 12,890. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,604. "All paid in advance."

Des Moines, *Register & Leader*. (av. '10), 35,665. *Evening Tribune*, 19,102 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; Av dy. Jan. 1-July 1, '11, 1,998. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in Lexington Herald, you cover Central Kentucky."

Louisville, *Courier Journal*. Average 1910, daily, 23,304. Sunday, 46,249.

Louisville, *The Times*, evening daily, average for 1910 net paid 48,534.

MAINE

Augusta, Kennebec *Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,288.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1910, \$9,406. For Nov. 1911, \$1,674.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (OO). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.
Daily (2 cents a copy)
1910, 185,720—Dec. av., 188,543.

Sunday
1910, 321,878—Dec. av., 350,717.
Advertising Totals: 1910, 7,923,108 lines

Gain, 1910, 886,831 lines
2,894,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest Nov. of the *Boston Post*. Circulation averages: *Daily Post*, 377,412, gain of 35,379 copies per day over Nov., 1910. *Sunday Post*, 321,807, gain of 38,513 copies per Sunday over Nov., 1910.

Lawrence, Telegram, evening, 1910 av., 8,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily average av. 1908, 16,396; 1909, 16,859; 1910, 16,862. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,763.

Worcester, Gazette, evening. Av. Jan. to June, '11, 18,800. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ *Jackson, Patriot*, Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

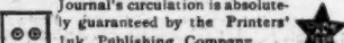
MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 25,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 108,250.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

★ *Minneapolis, Journal*, Daily and Sunday (OO). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655. Daily average circulation for November, 1911, evening only, 78,128. Average Sunday circulation for Nov., 1911, 52,618. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



CIRCULATION *Minneapolis, Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,360. Average circulation of Sunday *Tribune* by Printers' Ink Publishing Company for same period, 81,523.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 128,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 160,221 for year ending Dec. 31, 1910.

Lincoln, Freie Presse, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 9,455 average—Oct. 1910 to Sept. 1911.

Camden, Post-Telegram. 10,338 average Dec. 1910 to Dec. 1911. Camden's oldest daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,338; 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 27,789. It's the leading paper.

★ *The Brooklyn Standard Union*, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,000.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,787; daily, 46,384; *Enquirer*, evening, 32,275.

Buffalo, Evening News. Daily average for 1908, 96,033; 1909, 94,307; 1910, 94,332.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 108,333. For June, 1911, 118,888.

New York, The World. Actual av. 1910, Morning, 362,108. Evening, 411,330. Sunday, 467,684.

Eხenected, Gazette, daily. A. N. Liecty. Actual Average for 1910, 19,266. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

★ *Troy, Record*. Av. circulation 1910, (A. M., 8,108; P. M., 17,687) 25,785. Only paper in city which has permitted A. A. A. examination, and made public thereport.

Utica, National Electrical Contractor, Inc.
Average for 1910, \$325.

OHIO

Bucyrus, Evening Telegraph. Daily average for 1910, 1,183. *Journal*, weekly, 976.

Cleveland, Plain Dealer. Est. 1831. Actual average for 1910: Daily, 87,128; Sunday, 114,044. For Nov., 1911, 97,909 daily; Sunday, 127,309.

Youngstown, Vindicator. D'y av., '10, 16,695; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Ave. Nov., 1911, daily, 40,355; Sunday, 66,182.

PENNSYLVANIA

 **Erie, Times**, daily. 21,718 average, Nov., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

 **Johnstown, Tribune.** Average for Nov., 1911, 14,365. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

 **Philadelphia, The Press** (©) is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Nov., 1911, 88,144; the Sunday *Press*, 180,008.

Washington, Reporter and Observer, circulation average 1910, 13,396; May, '11, 12,691

 **West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1910, 15,828. In its 37th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; best medium of anthracite field for advertising purposes.

York, Dispatch and Daily. Average for 1910, 18,757.

RHODE ISLAND

Pawtucket Evening Times. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

 **Providence, Daily Journal.** Average for 1910, 22,758 (©). Sunday, 30,771 (©). **Evening Bulletin**, 48,833 average 1910.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 8,423.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily av. Aug. to Aug., 7,763. 9 mos. '11, 8,246.

TEXAS

El Paso, Herald, year 1910, 11,351. Only El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1910, 5,625. Examined by A. A. A.

Montpelier, Argus, dy., av. 1910, 3,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, The Bee. Aver. Oct., 1911, 5,144; Nov., '11, 6,226. Largest circ. Only eve. paper.

PRINTERS' INK**WASHINGTON**

Tacoma, Ledger. Average year 1910, daily, 18,967. Sunday, 27,346.

Tacoma, News. Average for year 1910, 19,212.

WISCONSIN

 **Fond Du Lac, Daily Commonwealth.** Average Sept., 1911, 8,931. Established over 40 years ago.

Janesville, Gazette. Daily average, October, 1911, daily, 8,668; semi-weekly, 1,643.

Madison, State Journal, daily. Actual average circulation for November, 1911, 9,446.

 **Milwaukee, The Evening Wisconsin**, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,825.

Average daily circulation for June, 1911, 45,438 copies. **The Evening Wisconsin**'s circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

 **Milwaukee, The Milwaukee Journal** (eve.) Daily Av. circ. for 12 mos., 68,511. Daily circ. for month of Oct., '11, 67,308. Daily gain over Oct., 1910, 2,419. Goes to over 600 of Milwaukee homes. Over double paid city circ. of any other Milwaukee newspaper. **Journal** leads in both Classified and Display advertising. Rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine, Daily Journal. Oct., 1911, circulation, 5,646. Statement filed with A. A. A.



41 Park Row.

The WISCONSIN AGRICULTURIST

Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office, W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1910, daily, 46,181; daily Oct., 1911, 57,212; weekly 1910, 26,446; Oct., 1911, 26,073.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1910, 18,484. Rates 5¢c. in-

ONTARIO, CAN.

Fort William, farthest West city in Ontario. **Times Journal**, daily average, 1910, 3,158.

QUEBEC, CAN.

Montreal, La Presse. Daily average for Nov., 1911, 105,673. Largest in Canada.

Montreal, La Patrie. Ave. Sept. & Oct., 48,475 daily; 58,777 Sat. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,677 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN

THE Minneapolis Tribune is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Nov., '11, amounted to 203,681 lines. The number of individual advertisements published was 30,483. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

THE Minneapolis Journal,

daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

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(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 58,326. (○○.)

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Island Printer*, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America. (○○).

Boston Evening Transcript (○○), established 1820. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (○○). Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING CO.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. McGRAW PUBLISHING CO.

Engineering News (○○). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. McGRAW PUBLISHING CO.

Hardware Dealers' Magazine (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 263 Broadway, New York City.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Nov., 1911, sworn net average, Daily, 89,144; Sunday, 180,008.

THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over \$2,000; Sunday, over 80,000; weekly, over \$3,000.

WISCONSIN

The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are made.

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Home Life's Subscription Rate Advanced to 50 cts.

Owing to the cost of improvements in, and the demand for, HOME LIFE, it has been decided to increase the subscription price.

Practically the entire list is now obtained through house-to-house canvass by agents, and it has been demonstrated that our subscribers are glad to pay the increase.

The subscription price of HOME LIFE will be changed from 25 cts. to 50 cts. a year, commencing with the March, 1912, issue.



Advertising Director

HOME LIFE

F. W. Thurnau, Western Adv. Mgr., L. R. Wasson, Eastern Adv. Mgr.,
Chicago, Ill. 225 5th Ave., New York City

Carl P. Mellows, New England Representative,
Boston, Mass.

The French Are On Your Border Line

There's an enormous army of over 2,000,000 of them just over your Northern boundary under a flag of truce.

They need supplies and are willing to meet your terms, but you must speak to them in their own language.

These French people have the money and are willing to buy anything you have for sale, but they never see your advertising in the English Canadian papers.

LA PRESSE—their national paper—has the largest circulation of *any* Canadian daily, and is used by over 100 large United States firms, to reach the French speaking population of Montreal and other cities and large towns of Canada where French is spoken.

LA PRESSE (WEEKLY) with a circulation of 45,000 among the village and rural people is the great agricultural medium of the French Canadian farmers, and is used with great success by the big mail order and general advertisers.

LET US TELL YOU HOW TO MAKE MONEY BY ADVERTISING TO THE FRENCH CANADIANS.

(Circulations audited and guaranteed by A. of A.A.)

LA PRESSE

MONTREAL, CANADA

Largest circulation of any Canadian daily paper

Sworn daily average circulation for Nov., 1911,
105,673



Special (Salaried) United States Representatives
WM. J. MORTON COMPANY
Brunswick Bldg.
New York

Hartford Bldg.
Chicago



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